



CONNECTIONS

1440

A newsletter **committed** to **honoring** our employees who directly serve the residents and their families. Like our company, this newsletter stems not from the home office, but from the communities.



BE ACCOUNTABLE THE PURSUIT



Images Above: StoryPoint Rockford

AS A COMPANY, WE'RE ALL COMPETITIVE, WHICH BRINGS US TOGETHER. WE WANTED TO CREATE A FORUM FOR US TO EMBRACE THE COMPETITIVE SPIRIT. IT'S WHAT MAKES US GREAT AT WHAT WE DO.

Employee Engagement

Our company understands the importance of keeping employees engaged. As a part of the 1440 mission, it is our job to help employees be the best versions of themselves and know where there is room for improvement. By doing monthly performance feedback, we are better suited to help each other know how we can better contribute to the team, as well as grow as individuals.

1440 Experience

The settings of our buildings are critical to the overall perception of our communities. We want our employees to feel that their workplace looks good. We want residents to be proud of their homes. By doing monthly walkthroughs and grading the community's maintenance, upkeep and housekeeping, we are able to work towards the perception that we have chosen, which is excellence.

Optimal Performance

As a company, we do our best to stay on budget and to hit our revenue goals, so we can continue to invest and grow. The entire team and resident population play a part in this effort. If the staff loves their jobs and come into work with a 1440 attitude every day, the residents tend to love living at the community. If the residents love where they live, they are more likely to vouch for their experiences in person during a tour, out in the community, on SeniorAdvisor.com or Caring.com, and in so many other ways. All of this allows us to accomplish our financial goals, which keeps our community strong, our staff full, our services at 100%, and so much more.

See the Community of the Year on the final page...



Q1 WINNERS

1st Place: StoryPoint Rockford

2nd Place: Independence Village of Frankenmuth

Q2 WINNERS

1st Place: StoryPoint Rockford

2nd Place: Independence Village of Waterstone

Q3 WINNERS

1st Place: StoryPoint Rockford

2nd Place: StoryPoint Saline

Q4 WINNERS

1st Place: StoryPoint Rockford

2nd Place: StoryPoint Saline



ENJOY IT EMPLOYEE SPOTLIGHT

We have an enormous staff of talented, gracious and dedicated individuals. In an effort to demonstrate our pillars, this piece is dedicated to employees who really displayed the 1440 attitude through and through. We asked the following four questions to these four employees.

1. What do you love the most about the community you work at?
2. Which of your coworkers empowers you the most?
3. What is the most recent thing you did for the first time ever?
4. What is the best movie ever made?

Their responses were quite thoughtful and funny. Please, Enjoy It!

THERESA MARTINEZ REGIONAL WELLNESS DIRECTOR



1. I love that everyone is filled with passion and compassion. Employees strive to do the right thing every day in order to make a difference in the lives of seniors. It is that genuine concern for others that brings me back.

2. Rebecca Skandalari empowers me to be the best person I can be. She dreams big and shows me everything that can be accomplished. She is like a basketball coach who recognizes players' strengths and places them in positions where these qualities soar, while all the time being warm and supportive.

3. I attended a University of Notre Dame graduation where my niece participated in a silent protest. She was so proud to stand by her beliefs.

4. Well, the best movie ever made has to be Out of Africa. It's a romantic film about a woman who lives her dream in the breathtaking beauty of Africa.



**INDEPENDENCE VILLAGE OF AURORA
EMILY OLENINSKI, RECEPTION**

1. The one thing I love the most at this community is the residents. It may sound like an easy answer, but they feel like family. Every resident in the community has their own personality and sense of humor. The stories I hear and the interactions I witness bring smiles to my face daily. I just love them all!

2. There has been such an overwhelming amount of support from the leadership team and other co-workers from the day I started in August. Kristie Leek, our Property Administrator, and Laurel Pitsinger, our Executive Director, have given me responsibilities that have made me feel empowered. It feels good to know that your coworkers and bosses trust you to get the job done. Everyone helps each other out.

3. I got married! The weather was perfect and everyone said they had fun so I would say it was a good party. I can't wait to see what the future holds.

4. I love Disney/Pixar movies, probably more than any other movies I have seen. Moana is a really great new Disney movie, and it is amazing at how far those movies have come. I don't have a favorite of all favorite movies.

“THERE HAS BEEN SUCH AN OVERWHELMING AMOUNT OF SUPPORT FROM THE LEADERSHIP TEAM AND OTHER CO-WORKERS FROM THE DAY I STARTED...”



**STORYPOINT TROY
SUSIE BELDEN, COOK**

1. I love the interaction and teamwork between the different departments. For example, during CandyLand Jam, the Director of Maintenance and his crew of housekeepers were in the kitchen doing dishes for us all day. The first time that I changed the oil in the fryer, it was our Executive Director, Bryan, that helped me to dump the grease. Everyone here works together so well.



**INDEPENDENCE VILLAGE OF GRAND LEDGE
WILL MCGRATH, COOK**

1. I love the opportunity to really connect with people. Whenever my chef asks what 1440 is to me, I've always said it is being more than just a face and a name tag walking around. I get to say “good morning” and “good night” to scores of residents and coworkers, some who have become friends. Through the years, I've had to say goodbye to a lot of friends. I know every day that I had a chance to spend time with a friend was time well spent.

2. The coworker who empowers me most is easily my lead cook, Jacci. She's like a carrot on a stick and constantly encourages me through action and example to always do better. If ever I'm exhausted, run down, and dying to take a shortcut just to make it to the end of the day, Jacci is there to pierce through the muck like an annoying little ray of sunshine.

2. Chef Ben is the most empowering person that I work with. I am a fruit carver, and he is always making sure that I have time to be creative and artistic. He is always open to any suggestions and ideas that we all may have.



3. During a vacation to Chicago in April with my girlfriend, we decided to try an attraction in the Hancock Building where a section of the floor a thousand feet up will tilt 30 degrees out. I thought it would be fun. I was wrong. But I didn't realize it until about the fifteenth degree out.

4. The best movie ever made is hands down, the seminal 1993 classic Demolition Man. Its release was set perfectly on a nexus point where Sly Stallone's career was on a downward slope, but Sandra Bullock's was just getting started.

“...EVERY DAY THAT I HAD A CHANCE TO SPEND TIME WITH A FRIEND WAS TIME WELL SPENT.”

3. Step down from being in charge. I have been the Executive Chef or Food Service Director or owner of a restaurant for the last 30 years. I have always had the full weight of the department solely on my shoulders, and now, it is a privilege to be Chef Ben's “right-hand man.”

4. The best movie ever made is “It's a Wonderful Life.”



DREAM BIG GROWTH UPDATES

Reinvesting In The Community

Our company's success has awarded us many opportunities to improve and grow. By reinvesting our profits back into our business, we are able to invest in our people, allowing for the best possible interactions, every minute of every day.

Things that are done:



IV Plymouth
Café | March 2017



IV Plymouth
RA Station | April 2017



IV Plymouth
Front Receptionist Desk | May 2017



IV Avon Lake
Café | October 2016
Main Dining Room | November 2016



IV Avon Lake
Front Receptionist Desk | April 2017



IV White Lake
Putting Green | 2016



Things coming up:

IV Waterstone

- o Renovated Main Dining Room (in progress, done by the end of summer)
- o Renovated Private Dining Room (in progress, done by the end of summer)

IV Grand Ledge

- o Café
- o Small (Enhanced) Dining Room

Cafés are all being renovated within the next few years to be uniform across all IV communities—the menu has already been updated to have fresh food daily (yogurt station, granola, fresh bread, coffee, etc.)



HAVE COURAGE CHALLENGE US

We are one company, with one vision and one plan. We are in this together. What can we do better as a company? We would love to hear your suggestions and ideas. You can submit them by going to www.1440idea.com and filling out the prompts. We look forward to your involvement in our Constant Pursuit of Better. An example of an idea already in motion is a WiFi network and password stamp. The idea was brought to us by the receptionists at StoryPoint Saline. Her great idea has resulted in all of our StoryPoint communities being provided a stamp that outlines the WiFi network and password. Soon all of our Independence Village communities will have a similar stamp. Keep coming to us with your ideas!

New Developments

Current:

- StoryPoint Saline (Michigan)
- StoryPoint Portage (Michigan)
- StoryPoint Rockford (Michigan)
- StoryPoint Troy (Ohio)
- StoryPoint Grove City (Ohio)



Planned:

- StoryPoint Chesterfield (Michigan)
- StoryPoint Fairfield (Ohio)
- StoryPoint Waterville (Ohio)
- StoryPoint Chesterton (Indiana)
- StoryPoint Fort Wayne (Indiana)



Future:

- StoryPoint Fishers (Indiana)
- StoryPoint Union (Kentucky)
- StoryPoint Middletown (Kentucky)
- StoryPoint Centerville (Ohio)
- StoryPoint Medina (Ohio)
- StoryPoint West Des Moines (Iowa)
- StoryPoint Collierville (Tennessee)

Some of these locations are subject to change



QUOTES



“I love working at StoryPoint Rockford because everyone is actually happy to see you. They’re not just putting on a face, like when you walk into a store or walk into a hotel, where the front desk is there to welcome and greet you. I couldn’t ask for better support or mentors.”

– Ellee Osborne, Rockford Dining Room Lead



“My experience working at StoryPoint Rockford is that it is definitely a professional environment, more than anywhere else I’ve ever worked. There is definitely a family aspect to how everything is done. It’s a really good environment. That’s the one thing I really like about this job. They really do care about their employees because their employees matter as much as the greater purpose of serving the residents.”

– Paddy Salerno, Rockford Maintenance Team

GIVEBACK



We are fortunate enough to serve people that trust us to provide an incredible service, in exchange for money. As a fair profit company, we believe it’s our duty to continue this by donating funds to causes we support.

- Greater Flint Outreach Center
- Ronald McDonald House
- Central Detroit Christian
- Volunteers of America
- United Cerebral Palsy
- University Of Michigan Hospital

- Ozone House
- Alzheimer’s Association
- Grievewell
- Therapeutic Riding Inc.
- Bowling Green Schools Foundation
- Girls Group

If there is a charity that you are passionate about and would like us to consider, please email Andrea Rakowicz at arakowicz@csigholding.com

COMPANION AUTHOR CORNER

DESCRIBE YOUR BEST DAY

Paul is a retired minister who lives around the corner with his beautiful bride of more than 70 years. She was still quite vibrant until things suddenly took a turn for the worse. Paul does the best he can, but he can barely walk, and blindness is stealing his sight like a room darkening window shade in broad daylight. He can't read his Bible anymore. After a lifetime of preaching, praying and pastoring, Paul told me he is beginning to wonder if God has forgotten all about him. It was as if he'd pulled the cord in his apartment and he needed immediate emergency encouragement. My personal devotions that morning focused on thankfulness. I remembered an old hymn and started softly singing it. Paul knew it too and joined right in.

"When upon life's billows you are tempest tossed. When you are discouraged thinking all is lost. Count your many blessings, name them one by one. And it will surprise you what The Lord has done."

Tears welled as we started counting Paul's blessings. We thanked God for bringing Paul and his dear wife to our community, for their beautiful apartment and all the help they are receiving. We thanked God for children and grandchildren and all the love they give. We thanked God for good food, good music, and new friends. Before long, we were both laughing and smiling, feeling refreshed. We added our time together to our list of blessings!



- Debbie Hall, Executive Director of Independence Village of Plymouth

Smells of garlic, rosemary, and prime rib wafted into the hallway. The dining room was decorated with our finest linens, dishes, and flowers galore. A special table was set up in the front, for the guests of honor, with its special bouquet. It was like the royal ball, only on a smaller scale. We were getting ready to celebrate a resident's 100th birthday. Activities had the dining room tastefully decorated, Chef had prepared a masterpiece for the meal, as the family had bought enough prime rib so that all our residents could enjoy a scrumptious, prime rib dinner. The RAs and the rest of our staff, as well as some other residents, joined in a raucous round of "Happy Birthday." Our team pulled together all the resources at our disposal to make this day extra special. It was certainly not our ordinary, everyday dinner service. The family members thanked us profusely for giving their mom such a wonderful birthday. It is the little moments like this that make me so proud to work for this company. It is moments like these where we can truly make our residents' lives golden. We can not only shine and provide the 1440 experience that they deserve, but we can live it! And in so doing, we can all do our part to help them 'shine everyday,' and as employees, we can look forward to many more "best days" to come!



- Erika Dielman, Dining Room Hostess at Independence Village of Petoskey



TAKE INITIATIVE

We all know the Pillars that support the way we operate as a company. One way to actively display the Take Initiative Pillar is to volunteer at our 5% Blitzes.

VOLUNTEER

Employee First 5% Blitz Schedule

Our 5% Blitz Events are concentrated group efforts to make our communities shine! The 5% represents the actions necessary to keep our communities immaculate that are sometimes overlooked. 95% complete is never good enough for us. We strive for the absolute best experience and always finish the last 5%.

The Employee First 5% Blitz Schedule is subject to change, so if you are interested in being involved, please reach out to Jayme Stark at jstark@seniorvillages.com



STORYPOINT ROCKFORD



ENJOY THE FRIENDLY FORK

The Friendly Fork Food Truck is a great way to take our culinary expression from the community on the road. We have a passion for creating unique and healthy meals for our seniors and want to share it with the public. The Friendly Fork loves to Give Back to the communities that surround us while showcasing what StoryPoint and Independence Village culinary teams have to offer.



LEADERSHIP MESSAGE

Months ago, we conducted an employee survey to allow us to hear from everyone on how things were going, and more importantly, what things we could do to serve our employees and residents better. We received direct feedback from hundreds of you. There were some positive feedback comments and some pinpointing where we flat-out stink.

My favorite response to one survey question: What's the one thing you like least about your workplace? Ironically, the answer....doing surveys.

We heard you loud and clear. Through these internal surveys, there were two areas that we consistently heard back on:

#1: It is clear we have done a poor job of communicating all that is going on within Independence Village, Laurus Home Care and StoryPoint.

#2: We do not have an effective way to receive feedback from each property.

Based on employee feedback, the enclosed newsletter is one of the avenues we can utilize to communicate better with everyone. And there will be more communication along the way. Also, this company will be built from the property up. A corporate or "home office" will never be able to make the necessary

changes without your input. So please, speak up! This is your company.

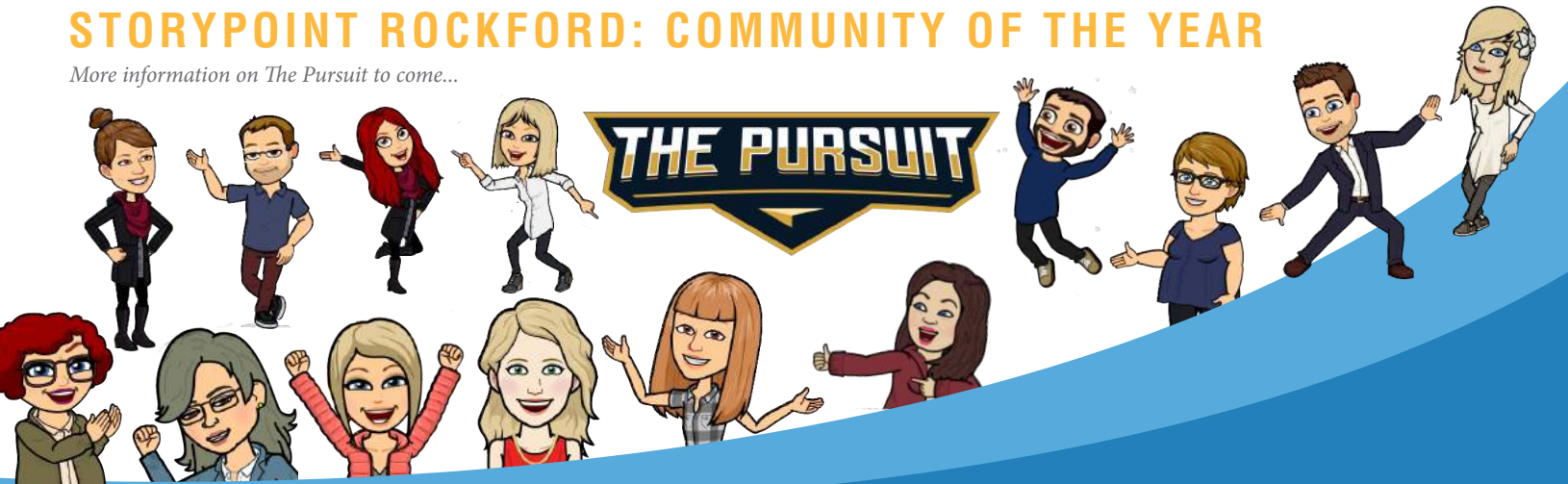
The reason we exist is to inspire and empower seniors to shine, everyday. We are the only company that focuses not just on senior housing and care, but on senior life connections. The best way for us to ensure our success is for all of us to stay connected as well. It is our hope that this newsletter plays a part in helping us stay connected. As always, let us know how we can get better!



- John Fitzpatrick,
President

STORYPOINT ROCKFORD: COMMUNITY OF THE YEAR

More information on *The Pursuit* to come...



REFERRAL PROGRAM

Employee Refers Employee

If you refer a new employee and they write your name on their application, after they have been employed for 90 days, you are eligible for a \$150 bonus.

Employee Refers Resident

If you refer a new resident and the community's ED signs off on the referral, after the resident has successfully completed a 30 day financial obligation, you are eligible for a \$250 bonus.

Independence
Village



STORYPOINT™