

**CADBURY AT LEWES**  
**EVENING EXCHANGE**  
**March 6, 2012**

Vic Amey, President & CEO, welcomed residents to the Evening Exchange.

Vic informed everyone that this year's rate increase was the lowest yet and that staff worked hard to stay on point. He assured the residents that we all are very conscious of our role as stewards of their funds. He reminded the group that any surplus that is realized goes back to the community in the way of capital improvements and additional programs. He added that costs have gone up dramatically. He said that we have more folks living here than last year and it is critical in keeping costs down.

Vic then introduced Paula Schatz, Director of Marketing. Paula stated that she could see by the number of residents attending the meeting that the note cards worked. Some residents even called her to say they couldn't come. She said that marketing efforts have been very successful and that we have had 20 new residents move in since last April. The challenge has been that we have had 12 people that moved through the continuum, which results in a net gain of 8 units. At the end of March we will be at 108 occupied units, our highest yet!

Paula was happy to kick off a Resident Referral Program. She stated that we had a program in the past whereby referring residents received a one month credit of their monthly fees. The new program requires that residents provide the name and address of a friend that may be interested in moving to Cadbury. This person must be a brand new referral and not currently in our database. If the person(s) they have referred moves in by August 31, and completes their 60 day probationary period, the referring resident will receive a \$5,000 credit on their statement. Additionally, if residents have someone new that they'd like to refer they may bring them to the Four Freshmen Concert on May 19<sup>th</sup>. Not only will the prospective resident receive VIP tickets, but the referring resident will too. Paula reminded residents that this program pertains to new leads only and cannot be individuals that currently have deposits in or are under contract. Vic added that the resident that provides the most number of new leads for the concert event will receive a reserved parking spot in the front of the building for a period of one year!

Paula turned the microphone over to Chuck Rendulic, Director of Support Services. Chuck advised that 178 work orders were received in the month of February. Of those, only 3 were outstanding. One was a street light that is out and we are waiting for Delaware Electric Coop to fix, one was a part that has been ordered for a garage and the last one was a cracked ceiling that needed repair. Chuck added that surveys are still coming in and most have been positive. He advised that we will have some scheduled electric outages coming up soon. He said he is trying to arrange for them to take place in the early morning to minimize any inconvenience to residents. The outages are expected to last about two hours. He will send out a notice as soon as dates and times are finalized.

Chuck said that he hired a new cleaning company for the windows and hopes to get better services. He said that a note has already been sent out and they will be here starting on 3/13. Landscaping has already started and mulch will be here in the next week or so. He put some bids out for fertilizer and weed control and Tru-Green came in with the lowest. They will start fertilizing on or about March 22. He will let everyone know in case they have pets to keep off of the area. He said to look for any flags that may be used as markers.

He reminded residents that if they have an emergent need at night or over the weekend, to please call the front desk. Some residents have left messages on his phone over the weekend and they don't get attended to until the following Monday.

A resident asked about the list of minor items that was developed last year for cottage residents. Chuck advised that the list had been completed; however, some residents said there were still some items outstanding. Chuck will check and follow-up with those particular residents. He said scheduling was an issue.

Mr. Olsen asked if some grab bars could be installed in the men's bathroom near the auditorium like we have in the bathroom located in the Bistro area. Chuck will have them installed right away.

Chuck then turned the microphone over to Carol Holzman, Director of Resident Services. Carol reviewed some upcoming activities. She said that Happy Hour and the Gallery of Art Reception will take place on Friday at 3:30 pm in the Bistro. On Sunday, March 11, there is a bus trip to St. Peter's Church to see the Choirs of Albright College. The bus departs at 4:15 pm and you can sign up at the front desk. On May 18, Clear Space Production presents My Fair Lady. Tickets cost \$25 each if less than 20 people go. If more than 20 people go, the ticket cost will be reduced to \$20. Contact Barbara Cleaveland by Monday if you are interested. On Wednesday, March 27 is a dinner trip to Cantwell's Tavern in Odessa. The trip will take more than an hour's drive, but Carol said it's a cozy restaurant that has been renovated and they will provide separate checks. Vic added that he has been there many times and they have good food and a nice atmosphere. He said it used to be an old brick hotel but it sat vacant for many years. The owners have invested \$1 million in renovating to the period. Vic said that Odessa is an interesting town.

Vic advised that he had received a couple of PMI's, but none that were appropriate for the whole group. We are responding to those residents individually.

He said that with the coming of Spring, we will be completing the extension of the perimeter fencing along the East Side along Gills Neck Road. On the West Side, the walkway will be extended around the pond and the memory walk will be added out to the gazebo. Vic thanked CALRA and the residents for providing seating for the gazebo.

Lastly, Vic then asked Carol to join him at the front of the stage. He said that he was excited to make an announcement. Effective April 1, Carol has been promoted to the position of Associate Executive Director. Carol started in 2006 as a Board member before we opened. She wanted to get more involved so was hired in 2007 as Director of Resident Services and helped coordinate all the move-ins. At that time, we had as many as two move-ins per day. Over the last nine months, Carol completed the Administrator In Training Program and passed the required exam to earn her Nursing Home Administrator's License. Vic served as her preceptor and he is confident she will do a great job. He advised that Carol is in charge when he's not here. Vic then asked Carol if she wanted to say a few words.

Carol said that she had been out shopping with her mother last Sunday. Once they arrived at home, her mother noted how happy Carol was. Carol agreed that she was happy and said she had worked her whole life for this job, that she looks forward to serving the residents of Cadbury, and will work to make them happy.

The next Evening Exchange will be held on April 3, 2012 at 7:00 p.m. in the Auditorium.

Recorder  
Barbara White, Executive Assistant  
3/7/12