



# Carillon Chronicle

News From Home | Spring 2015

## 2nd Annual Jazz and Juleps Events Coming in May

Mark your calendar for Carillon's second annual Jazz and Juleps events on Saturday, May 2. The signature fundraising events last year raised thousands for community improvement projects statewide. Donations from this year's events will improve youth literacy, help build a new senior resource center, and promote the arts – all through partnerships with local development initiatives.

All 19 "Jazz and Juleps on the Terrace" events will put the "fun" in fundraising. The events are a Southern springtime affair, complete with live jazz and mint juleps on Carillon's rose-filled trellis patios. In the midst of all the fun and frivolity  
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## From the President Savoring Satisfaction in the Dining Room

There is a point during the tour when most prospective residents ask a question that reveals what is most critical to their choosing Carillon Assisted Living as their new home: "How is the food?"



Karen E. Moriarty,  
President and CEO

One of the benefits of age is learning what is really and truly important, and for most seniors, food is at or near the top of a short list. Carillon learned long ago that to provide exceptional care for residents meant placing a premium on the quality of their dining experience. Today's seniors are savvy consumers who know what they want, and what they want is restaurant quality dining with menu selections that take their tastes and preferences into account.

Carillon Executive Chef Bill Furnas and the entire dining services  
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# Alzheimer's Support Forum to Link Caregivers Statewide

Carillon is set to launch an online Alzheimer's support forum this spring to help caregivers, family members and loved ones cope with the impact of the disease. The forum, which will be live on April 15 and accessible via the homepage of the Carillon website, will help provide aftercare for the hundreds of families who attend monthly Alzheimer's support group meetings at one of Carillon's 19 statewide locations.

Mary Ann Drummond, Carillon's vice-president of operations, said the Alzheimer's support group meetings are an invaluable resource for anyone affected by Alzheimer's, whether their loved one is receiving care at Carillon or being cared for at home.

"The monthly meetings are a lifeline to those who are struggling," said Drummond. "They learn how to cope and to hope, surrounded by others who are going through the same journey they are. And now that circle of support will be even bigger and much stronger through the online forum, which will be available to them all day, every day, whenever they need it."

The forum will be easy to participate in for anyone with an email address. Participants will register online, creating a unique username that will appear whenever they post to one of the forum's discussion threads and message boards. The forum's privacy controls keep all user emails private. Once registered, users will simply sign in to the forum to read, respond and post to new and archived discussion threads. Users can also create new discussion topics for others to respond to.

Notification options will allow a user to decide which posts to follow in real-time. Authenticity is key, so Carillon has built in tools to verify the identity of every registered user.



Topics for discussion will include: early diagnosis and treatment, new and promising medications, expert advice and recommendations, tips for communicating with a loved one with Alzheimer's, strategies for keeping a loved one safe at home, cognitive stimulation activities, coping mechanisms for caregivers, and more.

Drummond hopes the forum will become a useful tool in North Carolina's cache of resources for caregivers, to go hand-in-hand with those offered by ALZ NC, the Alzheimer's Association of North Carolina, and others.

"It's staggering to think that, in North Carolina today, an estimated 140,000 people are affected by Alzheimer's disease, and we expect that number to quadruple by 2025," said Drummond. "We want our families and caregivers, in particular, to know that they are in good company – the best company, actually. They are not alone, and there is hope."



# Carillon Chefs Whip Up High Satisfaction

Carillon's outstanding dining service managers — make that chefs — are setting new standards in the kitchen and raising the bar on delicious dining. Dining satisfaction scores are at an all-time high across all 19 Carillon communities statewide, with a resident rating of 4.3 (out of a possible 5.0) on the most recent survey held in December 2014. In fact, dining satisfaction scores have risen steadily over the last 18 months.

"We've taken a more personalized approach to our dining program at Carillon, and I think you're seeing the results of that in the resident survey," said Carillon of Lincolnton Executive Director Cindy Shepherd. "Taking the time to talk to residents, as a group and individually, asking them what they would like to see on the menu, how they want dishes prepared — that is key to resident satisfaction."

Chef Denise Stallings has long enjoyed high satisfaction scores from the residents at Carillon of Lincolnton, owed to her stubborn refusal to open a can when she can peel, dice, mash and shuck the way a "good Southern cook ought to."

"Her Lincolnton style potato soup and grilled cheese is to die for!" says Shepherd. "It may sound simple, but it's the comfort foods that we all love, and we love them even more as we move through life. And I would be remiss if I failed to mention her homemade gravy and mashed potatoes."

In Hendersonville, chef Linda Allen wows the residents in her dining room with big plates packed with flavor — her chicken parmesan is wildly popular — but it's the little touches that mean the most to residents.

"She takes the time to serve each meal with a special little something — fancy sliced oranges and strawberries, for instance," said Carillon's executive chef Bill Furnas. "Part of the enjoyment for the resident is, 'Oh, what does Linda have for us today?' and for Linda, I know she gets a

big kick when the residents take the time to tell her how much they enjoyed something, which they often do."

At Carillon of Hillsborough, chef Erin Yount knows that sharing her own favorite dishes with residents is bound to make for happy customers. Yount's love of baking is obvious throughout the day, with homemade goodies



appearing on the table from breakfast through dinner. One day recently, Yount served her famous cinnamon rolls for breakfast one day, and her made-from-scratch chocolate chip oatmeal muffins the next. Traditional fare such as scrambled eggs and bacon may be the staples of a morning diet, but Yount believes adding that "extra little something to the table" helps start the residents' day off right.

We couldn't agree more.



# Knightdale Couple Grateful for Love's Second Act

Gentry and Evelyn Allen attend to one another with the same adoration as young newlyweds. As Evelyn sees it, that's likely because they never were young newlyweds; both of them were nearing 50 when they met on a motor coach to Swan Quarter in the late 1970s.

"He was the coach driver, and I was going to visit my daughter, who had just started a teaching job down in Swan Quarter," she said. "I had planned for my daughter to carry me home at the end of that visit, but instead, I took the coach back in hopes of seeing Gentry again."

Their first marriages had ended, and the children from those unions were by then young adults. Gentry and Evelyn met at a time when both were pondering what middle-age would mean in the face of failed marriages and empty nests.

"I took one look at that girl and I said, 'Well, hello!'" recalls Gentry, as Evelyn blushes. "She was sure something. Still is."

The Allens celebrated their 39th anniversary the day after Valentine's Day; a fitting date, as it turns out, for a couple that stumbled into a second chance at love just when they thought all hope was lost.

"We've had this wonderful, successful marriage together because Gentry and I knew what it was to fail," said Evelyn. "From day one, we felt so blessed that God brought us together, and we have made the most of that gift of love that He gave us."

The Allens are the perfect team, or as close to perfect as you'll likely ever see. They bring out the best in one another, playing to their partner's strengths

and covering, when necessary, for their deficits. Evelyn doesn't mind when Gentry, the more outgoing



of the two, insists on making the rounds to speak to everyone in the dining room during meals. And Gentry, for his part, is happy to share Evelyn's time and talents for the benefit of others. Hers is a servant heart; with hands that are not happy unless they are doing something for someone in need.

As if on cue, the Allens break into song, the tenor of his deep, rich voice allowing hers, bright and bird-like, to register high.

The Allens make their home at Carillon Assisted Living of Knightdale.



# Authentic Ad Campaign Features Familiar Faces

If you've ever been slightly suspicious of the super smooth faces in senior living ad campaigns, you're not alone. Faced with the need to create fresh new ads, Carillon was a bit put off by the standard selection of stock photos featuring "seniors" who looked to be anything but.

Why not feature real residents alongside our really excellent executive directors, we wondered. After all, what better way to promote Carillon's brand of uncompromising care than to highlight the community leaders who bring that brand to life day after day on behalf of our residents.

"It's so refreshing to show people what Carillon Assisted Living is really like from the inside looking out, rather than the other way around," said Laurie Sawyer, executive director of Carillon Assisted Living of Hillsborough. "What I love about the photo of Mrs. Brenda Skinner and I is that it's obvious that we're

both happy. I can't think of a better testament to Carillon than that."

The authentic ad campaign is also an opportunity to highlight our executive directors' depth of experience and acumen in their respective senior care market. Sawyer, for example, is the most accomplished and longest-serving assisted living executive director in and around the town of Hillsborough. That is typically the case, as Carillon strives to build and retain a stable team of executive directors at the company's 19 communities statewide.



*Mrs. Brenda Skinner and Laurie Sawyer,  
Executive Director in Hillsborough*

## Mooreville's Seifried to Take the Helm in Huntersville

When the doors to Carillon's newest community open later this year in Huntersville, a familiar face will be there to greet them. Carillon of Mooreville Executive Director Richard Seifried, who has led the community on the north side of Lake Norman since it opened two years ago, will soon take the helm in Huntersville, Carillon's 20th community set to open in September.

Located about a 15-minute drive from Mooreville, Carillon of Huntersville is being built near the southern shores of Lake Norman just off I-77 at the Gilead Rd. exit.

With nearly 25 years' experience as a senior living executive director, Seifried is perfectly positioned to open Carillon's seventh Charlotte-area community. Seniors and their families gravitate to Seifried's personality, which can best be described as 'tough on the outside, soft on the inside.' Before winning accolades for his

service with seniors, Seifried was a decorated U.S. military pilot and for a time, owned a successful real estate brokerage in Huntersville.



"I'm looking forward to opening Carillon of Huntersville, which is a town I know and enjoy very well," he said. "I'll miss my Carillon family in Mooreville, but I also feel like the community has such a good, stable operating base, that whomever is fortunate enough to lead the community after me is set up quite well for success."



# Best in Class Winners Exemplify Excellence

It's never an easy decision, choosing a winner in each category for Carillon's annual Best in Class awards. The winners for 2014 were especially deserving of accolades, as last year was one of exceptional performance across the board.

The Best in Class awards are given annually to team members with stellar performance in their respective area of work, including nursing and care staff, dining, administration, maintenance, marketing and activities. The awards were presented at a special ceremony in Salisbury on February 7.

Let's meet a few of this year's winners.

## Brooke Larson – Caregiver of the Year

Brooke Larson of Carillon of Southport seems to connect with residents and family members in a unique and remarkable way.

"Brooke always seems to know just the right thing to say and do at exactly the right time and in just the right way," says Executive Director Richard Mabe. "Our families often describe her as a 'Godsend,' which is really the perfect way to describe her. What I love about her is that she strives to be better each day than she was the day before. To me, she is the epitome of uncompromising care, and she sets the course for all future caregivers at Carillon."



## Myung Dixon – Dining Services

Myung Dixon of Carillon of North Raleigh runs her kitchen like a 5-star restaurant, and her residents take notice.

"Myung is an artist when it comes to visual balance on the plate, and that is only surpassed by the flavor on your tongue," said her manager, Regional Dining Director Bill Furnas. "Myung once ran a bustling, popular restaurant, and I think it shows. She walks in to the dining room in her pristine chef coat, with a smile from ear to ear, and she takes the time to educate her staff to develop



their talents; all of which raises the level of dining experience to a whole new level."

## Lisa Biddix – Activity Programming

Lisa Biddix of Carillon of Cramer Mountain is known for her sunny disposition that can, and has, moved mountains for her residents.

"With Lisa, I don't think it matters what the actual activity program is as much as how she treats people," according to Carillon of Cramer Mountain Executive Director Beverly Young. "People just want to be around Lisa. They participate more in community life because of Lisa. She makes everyone feel good about themselves, she's so positive and uplifting that the impossible suddenly becomes possible. When you meet Lisa, she really sticks with you. You remember her, and gravitate back to her."



Congratulations to all the winners of Carillon's Best in Class awards for 2014:

**Best Overall Community**—Carillon of Salisbury

**Best Community Manager**—Cindy Shepherd, Carillon of Lincolnton

**Garden Place Programming**—Misty Isaac, Carillon of Mooresville

**Maintenance**—Mickey Cherry, Carillon of Cramer Mountain

**Business Office**—Cyndi Maginness, Carillon of Lincolnton

**Resident Care Program**—Ken Ricardo, Carillon of Lincolnton

**Clinical Performance**—Carillon of Salisbury

**Resident Satisfaction**—Carillon of Asheboro

**Team Member Satisfaction**—Carillon of Salisbury

**Marketing**—Melannie Armstrong, Carillon of Fayetteville  
**Caregiver of the Year**—2nd Runner Up—Fabiola Tumbelaka, Carillon of Asheboro

**Caregiver of the Year**—1st Runner Up—Willia Wallace, Carillon of Harrisburg

**Facility Presentation**—Carillon of Asheboro

team are tasked with serving up meals that are as delicious as they are nutritious at all 19 Carillon communities; a task that they relish and deliver on each and every day in ways large and small. In fact, Furnas and his team have pulled off something of a culinary triumph by ramping up dining satisfaction scores for two years running, to a current all-time high of 4.3 out of a possible 5.0.

That's a remarkable number, one that many fine dining establishments would love to claim. Especially because, as any chef would tell you, seniors are the hardest segment of the population to please. Palates and personal preferences change over the years, and medications often alter the taste and smell of certain foods.

For Carillon, success has come not from trying to please all the people all the time, but in taking a more person-centered approach to every dining service. Resident-led councils meet monthly at each Carillon community, giving residents a chance to sit and talk with dining team members, express any concerns they may have, as well as ideas for new recipes and enhanced menu offerings.

"There is a kind of magic that happens at those meetings," says Bill Furnas. "A resident may come in with the intention of saying, 'I'd like to see more strawberry jam on the table at breakfast,' and that somehow turns into a wonderful discussion with the chef about homemade strawberry shortcake. And now we're offering fresh strawberries more often, and on Sundays, there's a fabulous strawberry shortcake for dessert. All because of a conversation about condiments. The point being: the way to a person's heart,

and to their stomach, is to hear what they desire."

One thing no one desires is a restrictive, bland diet. Cafeteria-style cuisine has long been associated with assisted living homes, but Carillon has found creative ways to serve flavorful food while also meeting federal dietary guidelines. One of Chef Furnas' favorite tips is to sweeten iced tea with fruit juices rather than cane sugar. In Carillon kitchens, substitutions are carefully chosen so they don't feel like sacrifices, and moderation is key. The Carillon philosophy is simple – better to have a little bit of something succulent, than a whole lot of nothing special.

Carillon is currently enjoying the highest resident satisfaction scores in our 18-year history, owed in large part to the success of our dining program. On last year's quarterly surveys, residents who said they were most happy living at a Carillon community were more than 80 percent likely to cite exceptional service in the dining room as a major factor. And is it any wonder? The dining room is such an important place in a senior living community. The socialization and interactions that happen there often determine how a senior feels about everything in the community.

In the words of Grace Fierro, who calls Carillon of North Raleigh home: "We spend so much time in the dining room, just laughing and enjoying each other's company, that it does say something about the quality of the food and the service. I think it's outstanding, and I'll tell you something: people my age are not easy to please."

–Karen E. Moriarty, President and CEO

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is significant fundraising on behalf of local civic organizations, trusts, art and beautification committees that are making a difference in their communities.

At each event, Carillon and its local partners are asking for donations of \$25, \$50, or \$100+ to support these worthwhile projects. The level of donation will determine chances to win gifts and door prizes. Donations will be taken the day of the event, and participants' names and donation level will be recorded on behalf of the local organization or committee who is spearheading the improvement project.

Signature community events like Jazz and Juleps on the Terrace help Carillon fulfill its mission to be a trusted community partner everywhere that Carillon operates an assisted living and Alzheimer's care community. As part of that mission, Carillon creates opportunities for seniors to stay connected to the world around them – opportunities that enable older adults to keep growing, learning and making new connections of their own.

Check the Carillon website to find out more about a Jazz and Juleps event at a Carillon community near you.

## Seen & Heard

*“My residents give me more in return than I have given them. They bring me love, laughter, and joy each day. They are my grandparents, and I am blessed that they allow my team and me to care for and love them in their later years.”*



— Theresa Hayes is executive director of Carillon Assisted Living at Indian Trail



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### Locations:

Asheboro	Durham	Harrisburg	Huntersville	Lincolnton	North Raleigh	Southport
Clemmons	Fayetteville	Hendersonville	Indian Trail	Mooreville	Salisbury	Wake Forest
Cramer Mountain	Fuquay-Varina	Hillsborough	Knightdale	Newton	Shelby	

