



News From Home | Winter 2013-14



Members of the Victorian Carolers of Raleigh prepare to delight guests at Carillon Assisted Living of Hillsborough's Carillon Christmas Concert on December 12. The Victorian Carolers are known as one of the finest Victorian carol singing groups in the nation. The group has performed twice for the president and his family at the White House. Here at home, the group performs each year at the Governor's mansion, the State Capitol, and historic Oakwood.

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**From the President
Celebrating and
Honoring Our Seniors**

Guests at our communities often remark that there always seems to be a celebration of some kind or other at Carillon, and that's especially true at the holidays. In fact, our assisted living communities are still



*Karen E. Moriarty,
President and CEO*

buzzing from a series of Christmas caroling concerts we held across the state last month. These were Christmas celebrations to remember, complete with Victorian carolers in full dress costume. The concerts brought the Christmas spirit to life at our 17 communities, where we raised thousands for local charities and helped make the season bright for hundreds of children in need.

The caroling concerts were part of a larger effort to bring people together around the very traditions that unite us at the holiday season and all year long. It is so very important to center those festivities around our seniors, because they are the ones who taught us first to honor those *(continued on page 7)*

Perspectives on Alzheimer's

SAFE Seminar Offers Help and Hope for Families and Caregivers

Hundreds of North Carolina families have benefitted from Carillon's SAFE Alzheimer's seminar over the years. More than just an informational session, the SAFE seminar offers practical tools and techniques to keep loved ones safe and give caregivers peace of mind. The company has long considered the SAFE seminar to be among its most important service to North Carolina seniors and families.



Offered several times each year at Carillon communities across the state, the SAFE seminar helps Carillon's dementia care experts connect people to the local resources and support services that are available to them. The two-hour presentation combines useful facts and information with hands-on tools to help caregivers better communicate with their loved one, as well as techniques to keep them safe, healthy and happy.

Alzheimer's is a disease that robs people of the two things that matter most — time and memories. Through the SAFE seminar, Carillon's goal is to give back a sense of hope, the promise of good days still to come, and the peace of mind that comes with knowing how to keep their loved one from harm's way.

For Carillon, the SAFE seminar is also an important outreach service to the larger community. The seminars help Carillon's dementia care experts teach others the tried-and-true techniques that are used with such success every day at our Garden Place Alzheimer's care program. In essence, the SAFE seminar is Carillon's way of helping all families find peace of mind, not just those whose loved ones reside in the Garden Place.

By meeting our residents where they are in their journey with Alzheimer's, we are able to give them peace of mind, as well. Carillon's The Garden Place Alzheimer's care program is home to acceptance, love and understanding. The philosophy is simple, but powerful: honor the person they once were, by accepting the person as they are today; keep them safe, healthy and engaged.

We saw the transformation that occurred for our Garden Place residents, and sought to help families and caregivers with their own journey to find peace of mind. That's how the SAFE seminar was born. If you are dealing with a loved one's dementia or Alzheimer's disease, make plans to attend a SAFE seminar near you.

2014 SAFE Seminars

Check the Carillon website for a complete list of 2014 SAFE seminars:
www.carillonassistedliving.com

Upcoming SAFE seminars include:

January 21
Carillon of North Raleigh
5219 Old Wake Forest Road

February 12
Carillon of Lincolnton
440 Salem Church Road

February 25
Carillon of Asheboro
2925 Zoo Parkway

March 11
Carillon of Salisbury
1915 Mooresville Road

April 2
Carillon of Fayetteville
1164 71st School Road

Carillon Welcomes Residents to New Mooresville Community



Carillon Assisted Living has opened the company's sixth Charlotte Metro area senior living community in Mooresville. Carillon Assisted Living of Mooresville, located at 198 E. Waterlynn Road, formally welcomed residents to their new home August 13.

Carillon, North Carolina's premier, locally owned and operated provider of licensed assisted living for seniors, will open a seventh Charlotte area community next year in Huntersville. The company's local communities include Cramer Mountain, Harrisburg, Indian Trail (Monroe), Lincolnton and Newton. Carillon operates 17 communities for seniors statewide.

The Triangle-based company's Charlotte area expansion signals a shift for the region's senior housing market, which until now has been dominated by national corporations.

Carillon Assisted Living of Mooresville will be home to about 96 seniors once fully occupied. Residents have their choice of either a suite, private or semi-private room—all of which come with Carillon's signature brand of high-quality, licensed assisted



living care, services and amenities. The community is also home to The Garden Place, Carillon's secure, specialized Alzheimer's care program.

Carillon President and CEO Karen Moriarty says her company's growth is evidence of the tremendous demand among North Carolina seniors for homes that keep an engaging, active lifestyle well within their reach.

"Our residents come to Carillon because they have a life to live, and they don't want that life to be defined by what they can no longer do for themselves," says Moriarty, Carillon's founder and chief executive officer.

Moriarty said Carillon's Mooresville community will bring about 65 new jobs to the area. Carillon's portfolio will grow to 20 communities by late 2014 with the addition of properties in Clemmons and Wake Forest.

Carillon of Mooresville Executive Director Richard Seifried says Carillon's commitment to the highest standards will help raise the bar on quality care for seniors in the Mooresville area, particularly those who are affected by Alzheimer's and dementia.

"What really sets Carillon apart is our dedication to not only meeting the day-to-day needs of the seniors in our care exceptionally well, but our determination to exceed their expectations and create a rich, wonderful life for them," said Seifried, a dementia care specialist with nearly 20 years' experience managing senior care communities.

Carillon Assisted Living of Mooresville is still accepting reservations. Please call the community at 704-660-8000 for information, and to schedule lunch and a tour.

About Carillon Assisted Living

Carillon Assisted Living is North Carolina's only locally owned and operated provider of licensed assisted living homes and services for seniors. Founded in 1996, the company serves about 1,100 seniors and operates 17 communities statewide. Carillon is home to the highly regarded Alzheimer's care program, The Garden Place. For seniors living with Alzheimer's and other dementias, The Garden Place offers a safe, supportive and stimulating environment.

Facebook Brings Carillon's Story to Life

As we prepared to launch Carillon's first-ever social media program late last year, we gave a lot of thought to what we wanted the company Facebook page, in particular, to be about. We decided that what we really wanted was not a company Facebook page at all, but a family scrapbook – informal, genuine and unscripted.

We set out to create a virtual home that perfectly captures what it means to be Carillon, and now, a year later, that's what we have. Our goal in the beginning was to post photos and stories, event notices and company milestones that would give prospective residents and families all the information they would want or need to make their home with us. Facebook is a corporate marketing tool, after all. We posted pretty pictures of our communities, proud facts and figures about sterling ratings and pleasing customer satisfaction reports. As the "Likes" trickled in, slowly, we checked off that all-important task of corporate marketing – the social media metric.

We didn't start to love our Facebook page until we stopped posting the kind of photos you would hang over your

fireplace, and started posting the kind you put in your wallet. A resident at a community party, her hand over her mouth in mid-giggle. A team member dancing in the dining room, for no apparent reason at all. A corporate executive caught in a moment of pure, unadulterated joy. The "Likes" shot up, the comments sprang forth, and we shared these homespun photos and stories with friends and colleagues.

We stopped posting what we thought others would want to find out about us, and started posting what we already knew and loved about one another. We wrote little captions under the photos the way you would in your family photo album, with an air of familiarity and inside jokes. We gave others a peek inside our everyday lives, and stopped worrying whether we were interesting enough, or fun enough, or photogenic enough, to be featured. We started getting real, and that's when Facebook got really good.

Check out Carillon on Facebook at the address below.

 facebook.com/CarillonAssistedLiving

Carillon VP Shares Alzheimer's Care Insights on Popular Radio Show

Carillon's own Mary Ann Drummond was a guest host on Chapel Hill radio station WZHL recently, sharing her insights and expertise on Alzheimer's care issues. Drummond, Carillon's vice-president of operations, helped develop the company's highly regarded Alzheimer's care program, The Garden Place. A licensed nurse and longtime geriatric health-care administrator, Drummond has worked with Alzheimer's residents and their families for more than 20 years.

She focused her 30-minute discussion on tips to help caregivers prepare for the long journey of Alzheimer's disease, a journey that few are prepared for, as well as coping strategies to meet their loved one where they are in that journey and accept new realities. Often, that means learning to let go of the person as they were later in life, and accepting the person as they are now.

"A person with Alzheimer's disease has such cognitive impairment, and their short term memory is in such a state, that it's the long-term memory they revert to time and again,"

Drummond told listeners tuning in to the Caring Connections radio show.

"Suddenly, Mom is returning to the days when she had young children that she loved so dearly. And for her adult children, it's important for them to know that person. They need to know that when Mom reverts, she is in a wonderful place that absorbs her stress and anxiety, and suddenly she is able to function and participate in activities again."

Planning for the myriad long-term care challenges associated with Alzheimer's disease was another hot topic of Drummond's presentation. She cautioned listeners *(continued on page 5)*



A Songbird Finds New Ways to Sing

From the time she was born, everyone loved to hear Maxine Kirk sing, and she, in turn, loved to sing for them. Maxine's delightfully sweet soprano voice would carry through her childhood home in China Grove all day, every day. Occasionally, Maxine's father would yearn for a bit of silence, and she was happy to oblige – for a price.

"Nobody ever paid me to sing, but Daddy did pay me a quarter now and then to shut up!" said Maxine, who now makes her home at Carillon Assisted Living of Salisbury.

She didn't give any serious thought to a professional singing career, though she was told, on many occasions, that she possessed a rare talent. Instead, Maxine married, worked full-time for Duke Power, and was content for her singing to be a hobby that she indulged through her church choir and as a member of the Charlotte Choral Society.

She didn't fully appreciate how much singing meant to her life until a heart operation robbed her of her singing voice several years ago.

"I went in for a routine check-up, ended up in the hospital for a serious heart operation, and have not been able to sing since," said Maxine. "People would say, 'Well, you should just be glad to be alive.' They meant well, I know, but it made me so mad every time they said that. Singing meant the world to me."

In time, Maxine's world filled with song once again; music from far away places. She discovered a passion for travel, and for nearly 20 years, she indulged it every opportunity she got. She lost count of the stamps in her passport. "Where did I go?" she repeats. "A better question is: where didn't I go? I went just about every place you can think

of, and some places twice! I was part of this wonderful travel group; friends who just wanted to see the world. And we did see the world."

Australia and New Zealand were her favorite trips, she says. The landscape, ecology and culture were so different from life here in the southern United States, yet Maxine felt a kinship with

the hardworking, down-to-earth people she encountered there, too. She remembers coming home from those trips with a deeper understanding of human nature, and an appreciation for being an American and a southerner.

Her days as a world traveler are over now, due in part to a severe stroke that nearly took her life. She recovered well, but Maxine says she is content now to plant her feet firmly on the same hometown soil that has nurtured her all these years.

"I am the least lonely person you will ever meet," she says. "I moved here to Carillon with no expectations, really, but oh! How I have enjoyed it here. There is so much to do, so many people to be with. And everyone treats you like you're family to them."



(continued from page 4) not to assume that their long-term care insurance would cover the cost of Alzheimer's care. Unless the policy specifically covers so-called custodial care, most policies do not cover Alzheimer's care costs.

Another common misconception is that having a healthcare power of attorney in place is enough to protect and provide legal decision making on behalf of someone with Alzheimer's disease.

"I think I have someone to make decisions for me because I have a healthcare power of attorney, but that only works if I

can't speak for myself, and with Alzheimer's, I can speak, but I may be making incompetent decisions. So it's important to understand the difference between a power of attorney and what we call a legal guardian."

Drummond recommends family members enlist the help of a long-term care planning attorney earlier in the Alzheimer's journey, when their loved one is still able to help make decisions about their care.

To listen to the full Caring Connections podcast, visit: <http://bit.ly/1iSyc7b>

Furnas Wins National Honors for Dining Operations



Bill Furnas shares his Illuminating Excellence award with Chief Operating Officer Ken Kirkham.

Carillon Assisted Living is proud to announce that executive chef Bill Furnas is the recipient of a nationwide dining excellence award. Furnas received the Premier Healthcare Alliance's Illuminating Excellence award. The award honors accomplishments and improvements in foodservice operations.

Premier, a performance improvement collaborative specializing in healthcare, recognized Furnas for his coordinated, strategic implementation of dining service improvements – measures which have raised resident satisfaction scores at Carillon, cut foodservice costs, and enhanced the overall dining experience at the company's 16 assisted living communities.

Chief Operating Officer Ken Kirkham says Furnas and his team's dedication to residents and their commitment to high standards — both in the dining room and in the kitchen — have elevated dining services at Carillon in the relatively short period of time that Furnas has led dining operations for the company.

"Bill and his team are focused on consistently delivering the

best for our residents, and that goes far beyond simply serving great meals," said Kirkham. "Bill ensures every detail of dining operations is running at the highest level possible, so that our residents love what is on their plate, but just as importantly, they enjoy the whole dining experience at Carillon."

Furnas was quick to give credit for the win to the entire dining services team, and to the 16 dining service managers at the community level, in particular. Community dining service managers are responsible for maintaining Carillon's excellent overall state health inspection scores and to secure and maintain ServSafe certifications.

"Receiving this award is the icing on the cake to a group of dining service professionals who strive every day to provide a nutritional, wholesome and enjoyable dining experience to our residents, their families and guests," Furnas said. "At Carillon Assisted Living, our dining services managers and their team see themselves as the center, beginning and end to every pleasant and healthful day."

Carillon of Southport and Lincolnton Earn Top State Rating

Carillon's Southport and Lincolnton communities have once again earned top marks from state regulators, marking the fifth consecutive year of "deficiency free" surveys from the N.C. Department of Health and Human Services. As a licensed provider of assisted living homes and services for seniors, each of Carillon's 17 communities is routinely scrutinized by regulators with the Division of Health Service Regulation to ensure the highest standards for quality are met.

As executive director of Carillon of Lincolnton, Cindy Shepherd says her goal is not to simply meet the high standards of state officials, but to exceed the expectations of residents and families.

"We are extremely proud to be the top-rated assisted living community for seniors in Lincoln County," says Shepherd. "To achieve five consecutive perfect scores from the state speaks volumes about our commitment to the seniors in our care. It means we are fulfilling our promise, and that's a good feeling."

Carillon's Southport community opened in 2007; Carillon of Lincolnton in 2008. Richard Mabe, executive director of Carillon of Southport, says he and his team are proud that their

community has long been considered the finest assisted living community in all of Brunswick County.

"Add to that the fact that we recently received our fourth consecutive year of A+ resident satisfaction scores, and we have much to celebrate right now."

Carillon of Lincolnton's exceptional annual surveys have earned the community a four-star rating by the state of North Carolina – the highest rating available to adult care homes in the state.

That's significant, according to Karen E. Moriarty, Carillon's president and CEO, who points out that, in order to achieve a four-star rating, a licensed assisted living community must earn a perfect score on its state survey for several consecutive years.

"A four-star community is one that doesn't compromise on quality," says Moriarty. "For residents, a four-star community is one that delivers on its promises day after day, no matter what. And for families, a four-star community offers the assurance that your loved ones' needs will be met in all facets of their life – from the assistance they receive with daily tasks, to the cleanliness and safety of their home, to the administration of the medicines they take, to the nutritional value of their meals, and more."

FROM THE PRESIDENT [continued from page 1]

Christmas traditions, and then to pass them on to our own children. Celebrating holiday traditions, whether as a family or as part of a larger community, is a way of valuing our own parents and, in effect, all the seniors who have touched our lives.

The concerts featured performances by renowned singing groups like Raleigh's Victorian Carolers, who have sung on the world stage, and the Triad's Carolers of Christmas Past, who have twice performed at the White House. Local favorites such as Hendersonville's Mountain Joy Ministries, and Fayetteville's Coventry Carolers, were also crowd pleasers at the Dec. 12-14 events.

At Carillon, we are always looking for fun, festive ways to bring people in to our communities, as part of our commitment to keep seniors connected, engaged and independent. We feel strongly that a senior's world should not get smaller as they age, but should instead become richer. Their physical abilities may change over time, but older adults should always experience the best that life has to offer.

Ask most any senior what kind of present they want for Christmas, and they will tell you that all they really want is to have their family together. They want to be surrounded by the sounds of children and the familiar comforts of home. And that's exactly what the Carillon Christmas Concerts were all about.

As we embark on a new year at Carillon, we look forward to the many celebrations and time-honored traditions that are to come. We will continue to host fun, fanciful socials and feel-good



festivities that bring the larger community into our assisted living communities. We welcome the opportunity to host new and familiar friends at Carillon throughout 2014; and not just on holidays, but always.

At Carillon, we don't spend too much time looking for the right occasion to celebrate. Our seniors teach us every day that life itself is a celebration. By way of their example, we learn to appreciate the little things, to enjoy the simple pleasures of a friend's company, and to honor the traditions that have been passed down from previous generations.

We hope to see you at a Carillon celebration in 2014. Come to a Carillon near you soon, and in doing, show the seniors in your life how much you value them.

– Karen E. Moriarty, President and CEO

Seen & Heard

“I’ll tell you the truth: I didn’t want to leave my home and move to assisted living. But I gradually came to realize that I could not live alone any longer. Now, this is my home. I love it here. I love and appreciate the staff and my friends. The community is beautiful, and there is always something enjoyable to do. I tell people that God delivered me here, and it’s been a blessing.”

— Helen Godwin makes her home at Carillon Assisted Living of North Raleigh



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Locations:

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

