



*Our mission is to go above and beyond our customer's expectations, by providing quality living environments that enhance our resident's lives physically, socially, and spiritually.*

The Lang Nelson Experience Q1 2016

## The Lang Nelson Experience...Live it!

*The Experience is an informative insert that celebrates all of the value added services and advantages available to you. We appreciate our residents!*



### Thank you for a great 2015!

Lang Nelson has made and maintained many relationships this year, all of which we are thankful for. Thank you Lang Nelson supporters, you have certainly made it to the top of the gratitude list this year. We would like to give an extra special thank you to our residents, their friends and families, our vendors, our transportation services, our staff, and all our volunteers. We know that these relationships help us to remain industry leaders, have the best physical communities, and ensures our residents are delivered above and beyond service.



We also want to announce a new partner this year, Allina SeniorCare Transitions, to the Lang Nelson family. Allina will be joining us in serving our residents at The Legacy of St. Anthony in 2016. We look forward to expanding this service to other communities in the months and years to come. Thank you all, we appreciate your support!

### Year in Review

As we reflect on the past year we can be reminded of the outstanding accomplishments achieved by Lang Nelson working together to deliver a superior lifestyle experience. Although, it is hard to decipher which items had the largest impact, the below list begins to touch on only some of the items we all can take pride in.

- The addition of two new independent Senior Communities within the city of Blaine. Again, let us extend the warmest of welcomes to Blaine Courts and Cloverleaf Courts!
- Several locations received updates to their communities, causing them to be even more desirable. Some of the most notable were, common area upgrades to the Cedarwood community, the addition of a 3 season screened in deck at The Anthony James, and the expansion of the Ida Marie Restaurant at River Oaks, which nearly doubled the size of the dining room.
- 2 new buses were added, while 2 older buses were retired, bringing the Lang Nelson Transportation fleet to total 9 quality buses, all used to transport our residents and ensure their independence and social wellbeing.

- 3 MADACS awards were added to Lang Nelson's remarkable accomplishments, bringing our total to 122 awards within MADACS' 20 year history. All which recognize significant contributions to multi housing marketing and management through exemplary achievements.



- Lang Nelson has awarded over 110 Above & Beyond Awards within 2015, exemplifying our culture and mission. Thank you residents, staff, and volunteers!
- Lang Nelson remains in the process of shifting its communities to become even healthier, by becoming smoke free.
- Each Lang Nelson community met the challenge to impact their local community with a charitable outreach campaign. Collectively, some of the highlights include roughly 4,000 lbs. food collected, several hundred hats and mittens, personal items, and toys collected, along with several families adopted through local Adopt a Family programs. Thank you!
- Lang Nelson continues to light up the night, with each location adorning their community with both white and holiday lighting. Our goal was to combat the short winter days and brightening the spirits of our residents, families, and friends.



# The Lang Nelson Experience... Live it!

## Above and Beyond

It is no secret that Lang Nelson strives to go above and beyond in all that we do. This is not always easy, but we know the impact that it has on the customer experience. Therefore, we remain committed to doing what we can to exceed expectations in every interaction, build relationships, and create memorable experiences.

To be able to do this takes both planning and continual education. Therefore, each month the community leaders get together to strengthen their knowledge and commitment to you and the experience, through monthly educational seminars and meetings. Most recently, each site was asked to detail the items or areas in which they hope to grow in, provide a vision statement for their community for the year ahead, as well as submit some ideas on community enhancements. Remaining proactive allows each site to anticipate the needs of its customers and the market place.

## 2016, the Year of Yes!

As we enter into the New Year, resolution speak is abundant. Although, one of the challenges of New Year's Resolutions is sticking to them. However, causing resolutions to be realistic (or easy) makes them more readily achievable. It doesn't get much easier than simply saying the word yes. Saying this word more often can have a profound effect on one's life. To help take this step, review some of the tips from author Shonda Rhimes's book, Year of Yes.



1. "Say it loud": In other words, own who you are and take pride in what you do and have done to get where you are today.
2. "Yes is terrifying ... at first" Though each experience makes us stronger and as Shonda writes, "YES does feel like the sun."
3. "Don't believe your own hype" No matter how great things may seem on the outside, admit to yourself where it is that you are at personally (on the inside). Again, own it and be honest with yourself despite what image you may be trying to present to the world. Doing so is the only way to move forward.
4. "Don't believe other people's hype." Most things are not what they seem to be, therefore don't get caught up trying to compare to those things. Learning this, Rhimes says she felt both betrayed and relieved.
5. "Play" She writes, "For us doers, there is a tendency to keep your eyes focused so intently on the prize that you forget to play, but Rhimes writes, "The more I play, the happier I am at work." In Year of Yes, Rhimes encourages all of us doers to make time for guilt-free play."



### Lang Nelson Service Commitments:

- We promise to exceed your expectations in every interaction
- We promise to build relationships that positively impact our community and company
- We promise to create memorable experiences

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