



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 2021

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!

OUR COVID HEROES Come In Many Forms

As everyone knows 2020 has been a very different year for all of us. The fear of the unknown, the lack of personal contact and social experiences, and most importantly the challenges to our health and wellness through COVID-19. However, there is good news too! We have some really fantastic partners that deserve to be highlighted as we enter a new year.

First, our on-site management teams. Everyone from our nurses, care attendants, managers, 24 hour on-call maintenance, caretakers, support staff and absolutely everyone who cares for and helps deliver our experience, we thank you!!



Lang Nelson also partners with Homeland Health and Goodrich Pharmacy to deliver flu clinics to our residents. This past fall was no exception; however, we had to deliver our flu shots differently, with added safety measures, all while social distancing. Homeland Health and Goodrich offered our senior communities a door-to-door flu clinic where they met the resident at their home and delivered the vaccine, one by one. In our multi-family settings, Homeland Health set up a safe space, 1 person at a time, sanitizing and reassuring our residents that we will get through this together. In total they both served 450+ residents in 17 Lang Nelson communities.

We look forward to serving our residents with vaccinations again in 2021! Thank you to all of our Heroes for your dedication and service, we appreciate you!

25 Years of MADACS

Winning an award can be super satisfying. Receiving two awards can be both satisfying and validating. Receiving three awards, in spite of one of the craziest years on record, is remarkable. 2020 also marked the 25th anniversary of the MADACS Awards. Although it looked different this year, we thank and congratulate all those who were nominated and who work each day to deliver the Lang Nelson Experience.



2020 MADACS Nominees:

Crossings of Brookwood, Outstanding Charitable event
Creekside Gables, Zenobia's Store, Best ongoing resident service

The Legacy of St. Anthony, Best one day event, for "The Penguins are coming!"

Twin Lake North, Best Team Award

River Oaks of Anoka, Lige Crawford, Best Maintenance Individual

2020 MADACS Winners:

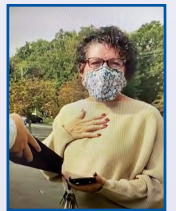
The Arbors of White Bear Lake, Alison Schram. Community Manager Senior Housing

Blaine Campus, Amanda Morrison. Multi-Site Manager Crossings at Brookwood, Property Excellence Senior Housing

Not only is receiving an award a great mark of accomplishment,



coming from industry peers causes it to be extra special and validating. MADACS Awards, which are voted on by leaders in the Minnesota Multi-housing Association remains the industry's premier event. "The



purpose of the MADACS awards is to recognize owners and associates who have made significant contributions to multi housing marketing and management through exemplary achievements." Although the gala looked different this year, being all virtual, it did have a live component. The awards were surprise delivered to recipients, recorded, and played back as part of a live Zoom event. Distant and certainly different, the impact was just as grand. The three additional awards in 2020 provides Lang Nelson the ability to proudly celebrate 132 awards of excellence, in MADACS 25 year history.

Congratulations again to our Winners and Nominees, and all those whom remain committed to excellence day in and day out!

Thank you for Making a Difference!

As so many of us have experienced firsthand, 2020 is not like any year on record. It has and continues to affect nearly everyone in one way or another. Therefore, it may be easy and quite feasible to expect generosity and the like to slow or completely seize.

Yet, the human spirit is alive and well, and showing us that when we come together for a common cause we can and will make a difference. Lang Nelson residents and staff are no different and have gone above and beyond in their



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The Lang Nelson Experience... Live it!

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charitable efforts during the 2020 season of giving. Below is a comprehensive list of the charitable organizations Lang Nelson has chosen to support. We know so many of you have also answered the call and if not, it's never too late.



- White Bear Lake Area Food Shelf
- Local areas Soup-Drive Donations
- Solid Ground Foundation
- Adopt a Family
- Disabled American Veterans
- Good in the Hood
- Thank You Teacher program
- American Legion Eye Glasses Drive
- Shoe Away Hunger
- Troops Need Love Too
- NEAR Food shelf – with well over 2,500 lbs. food collected
- CEAP
- Toys for Joy
- Toys for Tots
- Humane Society
- Orono Schools
- Operation Christmas Child/ Mount Olive church
- Oaks of Love
- Sharing & Caring Hands
- Angel Fund/The Closet
- Along with several hat, mitten, sock, and clothing drives. Collecting well over 500 pieces of hand made and donated clothing.

Different, yet still engaged!

Young or old, separation is and remains one of the hardest biproducts of the pandemic. As States shutdown and services were paused, Lang Nelson was forced to follow suit. For many, this could have and did equate to complete isolation. However, the Lang Nelson Experience is one that includes a commitment to remain social and provides engagement opportunities for staff and residents across all communities.

Sure, these opportunities looked different and included ways to connect that were new to many of us. Yet, each community met the call. Every month each community creates an activity calendar, filled with different resident opportunities to safely connect with their neighbors and staff. Over the past year these opportunities included

Zoom meetings and presentations, daily phone calls to connect with the residents, campus scavenger hunts, meals delivered to resident's doors, care packages sporadically delivered to residents to brighten



Lang Nelson Service Commitments:

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

their day, week or month, parking lot church services, online travel logs, courtyard concerts, complete holiday meal packages delivered door to door, coloring contests, charitable outreach, balcony decorating contests, book clubs, recipe exchanges, and even Facebook contests and campaigns.

Visit LangNelson.com and select a community calendar or visit our blog to see what each community is up to. Our guess is that you will be as shocked and amazed as we were with what our communities are up to. Like it has done for so many, it may even have you stop and ask, am I or someone I know ready to be spoiled like this?

Cookies Year Round, provided by Merren Abell



Baking cookies doesn't have to end at Christmas! Take advantage of the extra time at home by baking cookies. This recipe is a family favorite and is always consumed by the end of the day. People

have said these cookies are "addicting" and that some "can't control their consumption" because they are just too good! You have been warned. These cookies go by two different names, Walnut Crescent Cookies or Swedish Heirloom Cookies. The ingredients are simple and the process easy.

Walnut Crescents AKA Swedish Heirloom Cookie, by Merren Abell
Serving: 18 small cookies | **Oven Temperature:** 375° | **Oven Time:** 10-15 minutes

Ingredients: 1 cup butter, ¼ cup powdered sugar, 1 ½ tsp. water, 2 tsp. vanilla, 2 cups flour, 1 cup walnuts chopped fine. **Post-bake:** 1 cup of powdered sugar.

Instructions: 1) In a medium sized bowl, cream butter and powdered sugar together. 2) Chop walnuts fine (I typically use a blender). 3) In the same bowl as butter and powdered sugar, add the remaining ingredients and mix until consistent throughout. 4) Divide batter into 18 pieces and roll in hand to form 2" balls of dough. 5) Place on cookie sheet (I use parchment paper) and bake until the top of the cookie cracks slightly and the very bottom edge is light brown. 6) Once out of the oven, roll the warm cookies in a bowl of powdered sugar and set aside to cool. 7) Roll cookies a second time in powdered sugar and serve warm or put in the freezer to serve cold! My family loves it both ways.

These cookies are crumbly and a little messy if not consumed in one bite! Enjoy!

