

**With the start of a new year comes the opportunity to reflect on our past and outline our hopes for the future.**

Throughout the year, keep these resolutions in mind:

1. Let's create one-of-a-kind positive experiences for our residents and their families.
2. Let's own every problem we see.
3. Let's build meaningful relationships with those we work with and serve.
4. Let's present a professional image through dress, behavior and communications.
5. Let's protect information and assets of our residents, communities and Seniority.
6. Let's create an exceptional environment that is safe, secure and inviting.

7. Let's be truthful in what we say and honest in what we do.
8. Let's provide consistent quality and valued service.
9. Let's seek opportunities to learn and develop new skills.
10. Let's contribute to a team atmosphere of respect and mutual support.
11. Let's be welcoming and warm to every prospective resident and guest.
12. Let's look for the good in others and assume positive intentions.
13. Let's promptly respond to the needs and wishes of our residents.
14. Let's understand and accept our roles in Seniority Spirit, our client promise and our mission statement.

These are, of course, the 14 commitments that guide the Seniority team's promise of providing exceptional service. They apply to our residents and their families, our future residents, our vendors and community partners, and to our fellow team members.



*Joe Anderson  
President, Seniority, Inc.*

We strive to live by these rules every day, but perhaps the beginning of the New Year is the best time to remind ourselves of these commitments and reflect upon how they improve our communities.

Our family of Seniority communities grew larger in 2015, and that family is scheduled to grow even more this year. And as we expand, it's important to remember our basic commitments, which serve as a common thread between all aspects of our work.

So then, let it be resolved — 2016 will be the best year yet for our residents, their families and the team members at all of Seniority's communities!

*Joe Anderson*

**COTTONWOOD COURT WELCOMES NEW EXECUTIVE DIRECTOR**

**After observing firsthand the ageism seniors face, Erika Castile knew she needed to help change those cultural perceptions.**

"I really thought that was unfair," says Castile of the negative views on aging she witnessed while working as a licensed nursing home administrator. "I wanted to see seniors taken care of well."

Castile, who joined Fresno's Cottonwood Court as executive director in November of last year, began her career in senior living in 1996 after graduating from San Diego State University with a Bachelor of Arts and Master of Science in gerontology.

Castile's passion for ensuring social justice for older adults reflects a philosophy of person-

centered care that has driven her successes over the years. She says she is particularly proud of her collaboration on the innovative Music and Memory program.

By using the power of music as an alternative therapy for those with Alzheimer's and other dementias, the initiative enhanced the quality of life for many residents at the community where Castile worked while piloting the program.

This innovative spirit with which Castile approaches her work makes her a perfect fit for the Seniority team, says Nicolo Amari, Seniority's vice president of management services.

"In just a few months, Erika has proven herself to be a valuable member of the Seniority family," Amari says. "We are excited to have her energy and leadership at Cottonwood Court."

From her first visit to the assisted living and memory care community, Castile knew instantly that



*Castile*

Cottonwood Court was the right place for her.

"It was just a feeling I got when I came here," she says. "It actually felt like a home. I don't know how to describe it, but it just didn't seem like your typical community."

Castile says she was also encouraged by the cohesion she observed among the team, and the strong support they receive from Seniority's management.

"I've been in many communities over the years, but I was really impressed by the team here," she says. "I thought that spoke volumes."



## COMMUNITIES COME TOGETHER BY GIVING BACK

### No matter the time of year, those at Seniority-managed communities can be found touching the lives of others.

Just recently, residents and team members from Nikkei Senior Gardens helped bring happiness to children across Southern California.

Members of the Arleta assisted living community collected toys and sports equipment for the Spark of Love Toy Drive, an annual event hosted by the local fire department.

"Our residents and team members find joy in being able to give back to the local community," says Desiree Kitagawa, Nikkei's director of life enrichment.

This holiday season was also brighter for five Americans stationed in Afghanistan, thanks to the generosity of Fresno's Cottonwood Court.

The community made care packages filled with snacks, reading material, a personalized stocking and other goodies for each soldier.

A common thread among volunteer efforts at Seniority-managed communities is a focus on something that hits close to home for many —



Residents at Nikkei Senior Gardens raise awareness of Alzheimer's disease.

memory loss. From participating in the Alzheimer's Association's Walk to End Alzheimer's to partnering with local Alzheimer's foundations, each community plays a role in increasing awareness of the disease and raising funds for support and research.

Other volunteer activities throughout the communities have included fighting hunger through food drives and knitting scarves, hats and blankets for those in need.

"It's humbling" says Kitagawa. "There is no other feeling like being able to help another when they most need it."

She also sees volunteering as a way of unifying individuals within a community. "When you support a good cause, all differences are put aside and everyone works together," she says.

For Mary Oglukyan, concierge at Nikkei, helping others is powerful because it defies social and cultural boundaries.

"It doesn't matter if you're older or younger," she says. "Everyone deserves the help they need."

## NEW YEAR'S TRADITIONS FROM AROUND THE WORLD

### In the United States, New Year's celebrations often include lighting fireworks, watching the ball drop in Times Square, and sharing a kiss with a loved one.

Here are some customs from across the globe:

Observers of the "doce uvas" tradition in Spain and Latin America eat 12 grapes in the last 12 seconds of the year. If they succeed before the clock chimes, they are guaranteed prosperity in the New Year.

Friends and neighbors in Denmark throw unwanted dishes at each other's front doors prior to midnight. Tradition holds that the more broken dinnerware outside your home, the better your luck in the year to come.

In Bolivia and Greece, many bake coins into their New Year's desserts. Whoever gets the hidden coin will find wealth and good fortune during the coming year.

Residents in the Philippines light firecrackers, bang pots and pans, and blare car horns on New Year's Eve. The noise is believed to ward off evil spirits.



## Resolutions for a Better You

### Most people make New Year's resolutions with the best of intentions, but they often set themselves up for failure from the start.

If you are ready to make a change in your life, keep these tips in mind. What are you waiting for? 2016 has already begun!

- **Be realistic**

Don't expect to see instant results or make impossible demands of yourself. Be mindful to make resolutions that stretch your abilities but are also well within your reach. And remember, you know

your capabilities better than anyone else.

- **Be optimistic**

It can be easy to lose motivation when you first adopt a resolution, but keep in mind these are lifestyle changes. Don't guilt yourself too much if you miss a day of exercise. Take time to celebrate the small successes as you progress toward your goal.

- **Be holistic**

Don't deprive yourself of what makes you happy. You may wish to cut sweets out of your diet, but indulging that sweet tooth of yours is OK every once in a while. Your resolution should contribute to — not detract from — your overall physical and spiritual wellness.