



# The Culture Chronicles

...of the Franklin Companies

September 2016

## Something to Consider...

Our story submissions this month provide us glimpses into residents facing difficult situations that require significant emotional energy and resolve, and how our Franklin Companies colleagues faced these challenges with **Tenacity** and **Energy**. When we consider these two elements, the concept of **Energy** is relatively straight forward. We all understand that regardless of the situation, we must rely on our energy to see a task through until completion. **Tenacity**, while simple in its practical implications, remains somewhat nuanced and challenging. The basic definition of *tenacity* is “grip.” If we possess tenacity, we are able to grip something firmly. At Franklin Companies, our tenacity as leaders is our ability to stay on track and realize success.

While not a direct synonym, the concept of *toughness* also comes to mind when one considers *tenacity*. David Brooks, Op-Ed Columnist for *The New York Times*, wrote a recent editorial entitled *Making Modern Toughness*. In this piece, Brooks discusses the formation of modern toughness and suggests that “If you really want people to be tough, make them idealistic for some cause, make them tender for some other person, make them committed to some worldview that puts today’s temporary pain in the context of a larger hope.” He further suggests that “Mother Teresa may not have been intrinsically steadfast, but she was steadfast in the name of God.”

So what do Brooks’ words about toughness and our Operating Mantra element, **Tenacity**, have to do with each other? At Franklin Companies, we are challenging ourselves to intentionally strengthen our individual and corporate tenacity. We are making ourselves tough; not callous, but determined and steadfast in our approach to caring for our residents. We are idealistic for a cause; our cause to provide unparalleled industry-leading excellence for our residents and their families. We are tender for others as we care for our residents with dignity and grace. And importantly, we know that the situations we face, while at times challenging, are fundamentally temporary and can be addressed through teamwork and collaborative support.

As Brooks suggests, Mother Teresa may not have been naturally steadfast, but her faith in God provided her with the guidance she needed. Many of us at Franklin Companies may not be naturally tenacious, but if we focus on our higher calling and faithfully serve our residents we will find the tenacity we need to make a difference each and every day.

## Back to School at Willow Springs

The students at Artisan at Willow Springs went back to school in style this year thanks to the community’s *Back to School Supply Drive!* Residents, vendors, friends, and family were all invited to donate school supplies and snacks to distribute to the children of Willow Springs on the first day of school this year. The community collected enough donations to make one hundred bags for students as well as a “Goodie Luck” bag for the neighborhood school, Cameron Elementary. The Willow Springs staff all contributed to this effort including preparing encouraging handwritten notes for each bag. **DeeAnn Guajardo**, Resident Coordinator, and **Mark Lopez**, Executive Director, even surprised the school’s principal with a special delivery as well, an Artisan at Willow Springs lunch bag with office supplies and snacks!

*Thank you to the entire staff at Willow Springs for your efforts with the Back to School Supply Drive! Your encouragement and support have helped our students start the year off right! DeeAnn and Mark, thank you both for going the extra mile to extend your support to the surrounding community as well. We are proud of the **ELEVATE-tion** that is happening at Willow Springs!*

## Remembering a Dear Friend at Sonterra

In late August, the community at Franklin Park Sonterra lost a cherished friend, Ms. Betty Ridinger. Ms. Ridinger had been a fixture in that community for quite a while. She was best known for her willingness to serve in many capacities. Betty would regularly roll silverware and even bus tables in the Bistro. She was always available to help decorate or set up for a social event, including the weekly Sunday social that she helped organize for several years. She was also one of the primary volunteers in the residents’ country store. Betty was an incredible servant with a wonderful heart.

Unfortunately, Betty’s health had been in sharp decline for the last six months. Even during this season, she tried to serve where she could for as long as she could. The amazing part of this story is that toward the end of her life, the Sonterra team had the opportunity to serve Betty Ridinger as she had served the community for years. **Anisa Washington**, Life Enrichment Director, who was very close with Betty, took her meals to her room and made sure she had her newspaper. When Betty needed to move to Assisted Living, Anisa brought her over to the Bistro from time to time so she could visit with her friends. **Davis Hannah**, Move-In Coordinator, also assisted with Betty’s meals and

accompanied her to the dining room when Betty felt up to it. **Zee Bryant**, Dining Room Supervisor, changed Betty's bandages on her feet and legs as they became more swollen and sore. **Beth Nixon** visited Betty in her apartment and made sure that her meals were transferred to a plate. You see, she knew that Betty hated eating food out of a Styrofoam box! Even as Betty complained that the staff was showing her too much attention, their care for her made all the difference for her and for them.

*We send a very sincere "Thank You!" to the Sonterra team for the special care, attention, and love that you showered upon Ms. Betty! Your actions during this important season in her life form a textbook example of how we are called to care for our residents, and how our residents are truly a part of our 'family'. Thank you for your leadership and for your dedication and love for Betty Ridinger.*

### **Quick Thinking in a Difficult Situation at Rancho Sierra**

One August morning, the office staff at Rancho Sierra was notified by a delivery driver that one of the residents had fallen inside her apartment and appeared to need assistance as she was unable to open her door. The staff immediately jumped into action. **Michael Gonzalez**, Executive Director, and **Jennifer Hambright**, Resident Services Coordinator, quickly rushed to the resident's apartment to try to gain access to the unit. When their efforts failed, they called in the maintenance team. After several conventional attempts at opening the door, the team decided that they needed to break the door down. **Mario Duran**, Lead Maintenance, kicked the door open as Jennifer held onto the knob to mitigate some of the door's motion. Unfortunately, the resident had fallen very close to the threshold.

Luckily, Mario's kick worked and they safely gained access to the apartment and immediately began caring for the resident. They called the emergency personnel and the resident's family. We are happy to report that the resident has made a full recovery and her family has since hired a care taker to assist her in order to prevent another accident such as this.

*We want to extend a heartfelt "Thank You!" to Team Rancho Sierra for the **Energy, Attitude, and Tenacity** that was swiftly put into action to assist a resident in need that at the same time exhibited a commitment to service **Excellence!** Your teamwork and quick thinking absolutely made a difference in this resident's life! Thank you!*

### **A Fast Turnaround Helps a Family in Need**

Vanessa Garcia is the Compliance Manager at Artisan at Mission Creek, and she brings tremendous commitment to her role. Recently, a family applied for an apartment after they had suffered a devastating house fire which destroyed all of their possessions, and worse yet, almost took the life of their daughter. While their daughter was in the hospital suffering from third degree burns, this family was desperately seeking housing and a means to get settled before her release from the hospital. Once their paperwork was processed, Vanessa immediately reviewed the file so that the move-in

could be accomplished on the same day. The family was able to move in and were then able to focus all of their efforts and attention to supporting their daughter.

*Vanessa, thank you for helping this family during their time of extreme need. You provided needed care and relief for them during an extraordinarily difficult season. Your kindness, compassion, professional **Attitude** and **Tenacity** made all the difference in this situation. Thank you!*

### **Looking Out for Our Residents at Sutton Oaks**

During the last month at Sutton Oaks, two of our staff members have found ways to support the job search efforts of a couple of residents.

**Jovanny Parvin**, Leasing Director at Sutton Oaks, recently found herself in a position to help a resident going through a difficult time. This resident had lost her mother to a car accident and her job at basically the same time. The resident shared her difficulties with Jovanny who was very touched by the complicated nature of the situation. Soon after Jovanny learned of this situation, she noticed a "Help Wanted" sign at one of the hotels near Sutton Oaks. She mentioned this need to the resident and encouraged her to apply. The resident did just that and was quickly hired on at the hotel! It turns out that Jovanny also mentioned to another resident that this hotel was hiring and that resident was hired as well!

*Thank you, Jovanny! Your presence with our residents and your care for their well-being is overwhelming. Thank you for thinking of this particular resident while she worked her way through a very difficult time. Thank you for using your **Energy** to help her find a new direction.*

One day recently, **Lori Ansotigue**, Executive Director, overheard **Carolina Wong**, Business Office Manager, make a phone call to one of the community's mentally impaired residents. She was explaining that she had received some paperwork that had been emailed from a prospective employer for the resident, and it needed to be filled out. It turns out that this resident had just been awarded a new job as a wheelchair attendant at the airport. He used the office phone to call his new employer who then called back looking for an email address. Carolina provided her email address and was happy to have the resident's paperwork forwarded to her. Carolina printed out the documents and took the time to sit with the resident and help him fill out the required paperwork. She even went so far as to offer to scan the documents in for him so he would not need to take the bus all the way to the airport to turn them in! Carolina took time out of her day to not only help this resident, but also to celebrate his accomplishment with him.

*Thank you, Carolina, for taking the time to celebrate this resident's accomplishment and provide him continued support as he begins his new job. You may not realize it, but your positive **Attitude** is contagious and there is a wheelchair attendant at the airport that was no doubt inspired by your care! Thank you for your service!*