



The Culture Chronicles

...of the Franklin Companies

March 2016

Something to Consider...

“You have not lived today until you have done something for someone who can never repay you.” - John Bunyan

Over last two years, *The Culture Chronicles* has highlighted wonderful stories of Franklin Companies employees going above and beyond for our residents. Many common themes have emerged, but one recurring theme reminds us that the little things matter.

It is easy to take this lesson at face value. Yes, we all agree that when we go out of our way to take care of the little things – noticing a resident’s preference for coffee, the lonely widow on her anniversary who smiles when you remember it’s a special day, the child on the basketball court who beamed when you cheered as he made a free throw – we are serving our residents in a very special way. The little things are important.

But what if we took that concept one step further? Have you ever considered that your ability to notice the little things may be a gesture that someone can never repay? Your ability to remember a resident’s preference for milk or cream may be a gift for that resident that they can never repay. They may never notice the small details about your preferences. The lonely widow may not remember your birthday, but because you comforted her on her anniversary you are able to heal her broken heart just a bit. That child on the basketball court may not always hold the door for you, but as he grows older your words of encouragement will stay with him.

Of course, when we do take the time to notice the little things that are important to others, they often reciprocate. They may take an interest in the little things about us. However, it does not always work that way. *Importantly*, that is not why we focus on addressing the little things as well as the big things. We focus on the little things because at Franklin Companies it is our calling to care for our residents with excellence and an attention to their needs that has no rival in our industry. As we **ELEVATE** throughout 2016, remember that our biggest impact in the lives of our residents may occur as a result of our attention to the smallest details.

ELEVATE is Working at TPC Parkway

Deborah Armstrong is the Executive Director at Franklin Park TPC Parkway, and over the past month she has been inundated with “fan mail” from families singing the praises of the TPC staff. It is uplifting to be commended by your

colleagues and supervisors for a job well done, but the praise of our residents’ family members is something to be cherished. These letters mention acts of small kindness and large gestures; notably, they all point to the importance of our continued focus on our 2016 operating mantra: **ELEVATE**.

Deborah was specifically celebrated by one family member who appreciated her assistance with an insurance question that had been proving difficult to answer. This particular note also applauded Deborah’s leadership at TPC Parkway, which we certainly echo!

LeeAnn Hearn, Director of Marketing, was also mentioned in this particular note. The family member stated that LeeAnn had “been delightful to work with and has gone the extra mile for me on many occasions during this time [of transition for her parents], even offering to personally go to the doctor’s office and get the information we needed!”

Claudette Hanson, Esmerelda Garcia, Claudia Velez, Caregivers, and **Jim Pardue**, Med Tech/Caregiver, were celebrated in two separate letters from families who were touched by the care their family members had received, particularly toward the end of their lives. One letter stated that this group of caregivers were “beyond terrific.” Another letter shared the author’s feeling that the care shown by Claudette, Esmerelda, Claudia, and Jim was extraordinary and that “each one seemed to take a special interest in the care they were providing.” The author went on to say that she only knew this group of caregivers for a few days, “but came away with a warm spot in [her] heart for each and every one, because they let [her] know that [her mother] was important to them.”

Donna Brewer, Concierge, was also mentioned in these two letters for the way she always greeted these family members with care and respect. Donna showed them both that they were welcome and that their loved ones were known in the community. One author shared that “it was obvious that not only did [Donna] know [her] mother, but she cared about her” as well.

Rhonda Simpson, Director of Memory Care, was also recognized by family members as a tremendous source of warmth and caring at TPC Parkway. One letter indicated that Rhonda had gone out of her way to help one resident at an off-site doctor’s appointment. This particular resident was at his doctor’s office with his daughter when he had an accident

that necessitated a change of clothes. After Rhonda received the call about the situation, she quickly coordinated her staff to retrieve a change of clothes and she personally delivered the clothes to the resident at the doctor's office. The family was incredibly grateful for the effort it took for Rhonda to provide this level of care.

*Team TPC Parkway, you all are a wonderful example of **ELEVATE** in action! We are so proud of all of your service to our residents, our community and our company. Thank you for all that you do to demonstrate to our residents that they are more than just a number; they are members of our family and your care shows them that!*

Finding Another Route to Avoid Traffic

On February 20, the San Antonio Stock Show and Rodeo was in full swing and by the volume of traffic on the streets you could tell! **Rodrigo Pineda**, Lead Maintenance Supervisor at The Park at Sutton Oaks, knew that in their area the traffic could mean a lot of difficulty for the residents to come in and out of the main community entrance. In an act of quick thinking and initiative, he took it upon himself to open up the rear gate of the community to allow residents an alternative entrance so they would be able to miss the traffic and congestion. It was a wonderful idea, and it made everyone's day just a bit easier!

*Rodrigo, thank you for your quick thinking that day! We appreciate your initiative and **Energy**. We are glad you are on our team!*

Practical Recycling at Creekside

Prior to the New Year, the maintenance crew at Artisan at Creekside was completing its routine clean-up procedure in one apartment unit that had been vacated. During the process, they found a small flat-screen television that had been left behind. **Cecilia Muniz**, Executive Director, had kept the television in her office since that time.

In early March, Cecilia and **Ernest Sanchez**, Lead Maintenance, installed a voice activated thermostat in the apartment of legally blind resident. This particular resident has a daughter who does not have any vision issues. While Cecilia and Ernest were completing their work with the thermostat, they were visiting with the resident. They learned that she did have cable in her apartment, but they did not have a television. Without missing a beat, Cecilia asked if she would like to have the surplus television in the office. The resident thought that would be a great idea, and certainly one that her daughter would love! Ernest went to the office to retrieve the television and installed it immediately.

*Cecilia and Ernest, thank you for your presence with this resident and your creative thinking that brightened her daughter's day! Thank you for your **Energy** and your commitment to **Excellence**!*

A Shining Star at Salado Creek

Gary McLaurin has been the Executive Director at Artisan at Salado Creek for just over two months. As he has gotten up

to speed at the community, he has had many discussions with **Sabrina Watson**, Resident Services Coordinator. Gary was excited to learn that Sabrina has lots of wonderful ideas to benefit the residents of Salado Creek. While he gave Sabrina permission to look into all of her ideas, there were so many ideas that he was not sure she would be able to accomplish everything. Gary has been pleasantly surprised by Sabrina's tenacity—she has made substantial progress toward most of them.

Importantly, she has made tremendous progress establishing programs that are directly supporting the children of the community. She has worked to set up a snack program supported by a local food bank that will supply the community's kids' programming with snacks for the entire year. She is currently cooperating with the Judson Independent School District to develop a hot lunch program that will serve the children of the community with hot food lunches during the summer. And, the kids will not have to leave the community; a lunch bus will come and serve the kids every day! Gary held a Town Hall meeting in late February to check in with the community's residents. Overwhelmingly he heard that Sabrina was the shining star at Salado Creek and the residents could not imagine life there without her!

*Sabrina, you are truly a gem, and we are so grateful that you are a part of our team! Thank you for your **Tenacity**, **Energy**, and **Attitude**. You go above and beyond for the residents of Salado Creek. Thank you for your example of what it means to **ELEVATE** in 2016!*

Working Together to Find a Solution

In early February a new resident, Mr. Mills, moved into an apartment at Artisan at Salado Falls. Unfortunately, shortly after his moving in, he was in a very serious car accident and he now requires a wheelchair for his mobility. Mr. Mills approached **Reyna Soria**, Leasing Agent, to inquire if he could be transferred to a first-floor apartment. At the time, there were no first-floor apartments available as the only possible apartment had been leased just a few days before he asked.

The individual who had rented that apartment receives assistance from the San Antonio Housing Authority (SAHA) which can certainly affect how quickly transfers go through due to the amount of paperwork required. Reyna enlisted the help of **Jason Gonzalez**, Business Office Manager, and together they worked with the tenants and SAHA to work out a solution. After some effort, they were able to move Mr. Mills to the first floor and move the other resident into Mr. Mills' old apartment. In the end, Reyna and Jason were able to work out an apartment exchange that worked for everyone!

*Reyna and Jason, thank you for your service to both of these residents! You both brought tremendous **Energy** and wonderful **Attitudes** to this problem and you were able to arrive at a wonderful solution. Thank you both for your **Tenacity** and commitment to **Excellence** in serving our residents.*