

Senior Living Advisory Board®

December 2017 Newsletter



“Green” Senior Living

Recently we asked panelists about environmentally friendly features at senior living communities.

The majority of prospects want a senior living community to be environmentally friendly. About 2 in 10 say they will look for a senior living community that has all the latest state-of-the-art environmental elements.

For some, the push to be green is primarily about limiting negative environmental impacts. They want to protect the environment now and for future generations.

For others, the interest in going green is mostly about keeping costs down. A few are only interested in features that will reduce residents' bottom line.

Panelists say the most important environmental features are: energy efficient windows; low VOC paint and carpets; single-stream recycling; and LED lighting. Fortunately, these elements are standard or in widespread use across Erickson Living campuses.

“Ours is a green home and community now. It is a way of life for us. Why should we have to give it up when we move?”

K.L., Massachusetts

“Erickson has an opportunity to lead the way in environmental conservation and green energy. If not already a vital consideration, it will become of utmost importance to future seniors in choosing a healthy, sustainable environment.”

J.H., Colorado

“Our Earth is a precious resource that we must protect.”

S.F., Maryland

“If [an environmental or energy saving feature] would result in my monthly dues being less, I would support it. If it costs more, forget it.”

C.M., New Mexico

Cars, Parking, Electric Car Charging Stations, and Community-Provided Transportation

Most panelists say they will bring at least one car with them when and if they move to a senior living community. Their main reasons for doing so are convenience and to maintain their independence.

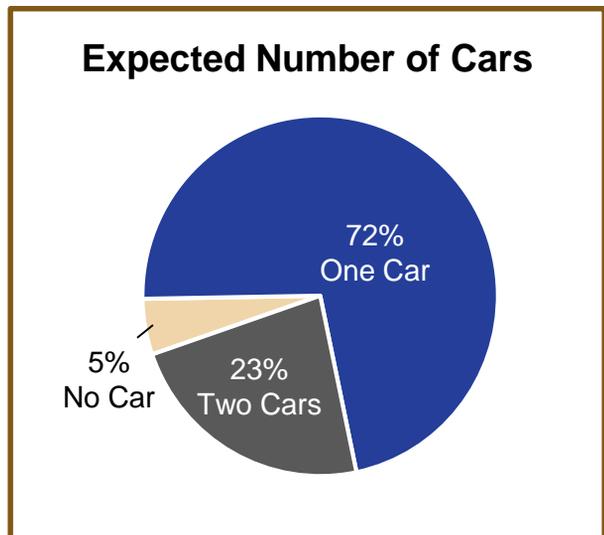
We asked panelists who plan to bring a car about their parking preferences. The results suggest that senior living communities should offer a variety of parking options. Many panelists

want—and would be willing to pay a premium for—garage parking under their building. Others are comfortable with uncovered parking spaces, as long as these spots are reserved and free of charge.

Two-thirds of prospects support having electric vehicle charging stations on campus. Some consider this a “must have” feature. In the words of a Colorado panelist, “Electric cars may be predominant within five to ten years. Charging will present a challenge.”

One in five panelists say they may bring a fully electric or plug-in hybrid vehicle with them to senior living. Most of them say they would prefer shared campus charging stations. However, a third would opt to pay for their own reserved parking space in a garage under their building equipped with charging equipment.

While most panelists say a personal vehicle will be their primary means of transportation—at least when they first move to senior living—most consider community-provided transportation vital. Panelists say a senior living community should offer regularly scheduled transportation to medical appointments and the supermarket at no cost. Panelists also want regular free transportation to retail shopping, religious services, entertainment and dining venues, and volunteer activities.



Dining

Last summer we revisited one of our favorite topics: dining.

First and foremost, panelists expect a dining program that offers well-prepared, high-quality, nutritious food. Many also note that they want menu variety—including multiple options for people with various dietary needs. Other important factors in a dining program include good service, value, and flexibility.

What's Important in a Senior Living Dining Program?

"High-quality, fresh, healthy food. Organic products." J.P., Pennsylvania

"Excellent service and food that is well-prepared." J.M., Texas

"Multiple menu items for my low-sodium diet." L.C., Michigan

"Flexibility, choice, convenience." T.F., Maryland

"Value and variety." P.B., South Carolina

"A variety of menu choices in a variety of venues." D.M., Virginia

"Value for my money and food that tastes good." D.W., New Jersey

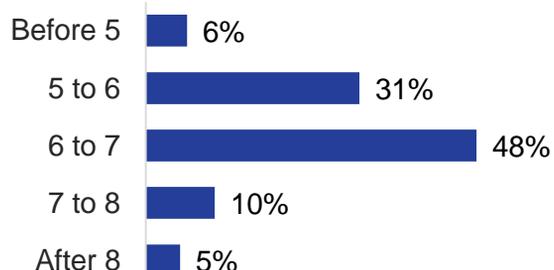
"Quality food and flexible dining plans." D.G., Colorado

"Social interaction while enjoying healthy, balanced meals." J.L., Florida

Panelists want an array of dining venues to choose from. Panelists agree that a senior living community must have one or more full-service casual restaurants. Panelists also place fine dining restaurants and fast casual restaurants (where you order at a counter and the food is brought to your table) high on their lists. There is also widespread interest in bar or pub-style venues and coffee shops.

We also asked prospects when they'd be most likely to eat dinner when they move to senior living. Almost all say they'd eat between 5:00 and 7:00 p.m. However, there are a handful of night owls who would like to have the option of eating dinner at 8:00 p.m. or later.

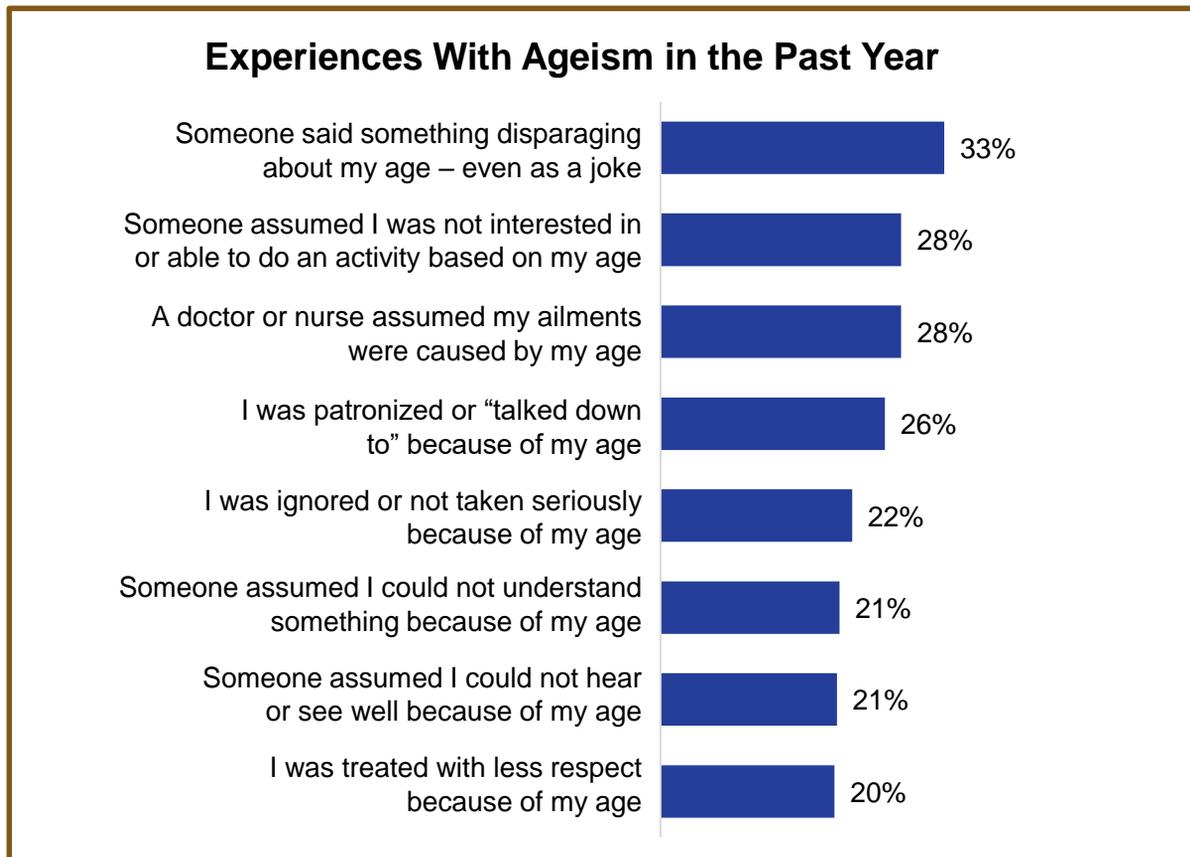
Preferred Weeknight Dinner Hour



Ageism

Our most recent survey was about ageism.

Two-thirds of panelists report having experienced some sort of ageism in the past year. The most frequent type of ageism was age-related disparaging remarks or jokes. Many panelists also say that people—including health care providers—made assumptions about their health, interests, or abilities based on their age.



Some panelists pointed out that not all ageism experiences are equal, and some might be in the eye of the beholder.

Several panelists noted that age-related jokes among friends are often just friendly banter or, as a Michigan panelist put it, “cheerful commiserating.” Similarly, a Colorado panelist said “My older friends and I joke frequently about each other’s age, but we consider it to be funny and we laugh at ourselves as much as we laugh at each other.”

Similarly, some panelist noted that what some interpret as patronizing, others see as respectful and courteous. For example, a Virginia panelist explained, “On a visit to New York City, I was amazed how many people were kind to me because of my age, from offering me a seat on the subway to holding doors and gates for me to enter or exit. And I am a man. I appreciated all the help I could get.”

Panelists admit that they themselves sometimes act in ageist ways toward others. A quarter say they have made assumptions about other seniors’ abilities and interests. One in ten admit to having ignored a person or treated them with less respect because of their age.

A few panelists said taking the survey forced them to think about their own behavior. A Maryland panelists said, “Your checklist make me wonder if I am guilty of some of the items listed. I will try to monitor myself to see if I don't recognize how I behave and need to be more conscience of how I treat other people.”

Similarly, a Texas panelist said, “I play bridge at the senior center. I used to get uncomfortable and annoyed by all the people with mobility devices. But I realized that that’s the reality of getting older and that could easily be me. Also when I got to be friends with people, it changed my thinking.”

Shaping the Future of Senior Living

The **Senior Living Advisory Board**® is an online research panel of people age 50 and older from across the U.S. who are interested in senior living and lifestyle options.

By sharing their ideas and insights in periodic surveys, the members of the Senior Living Advisory Board help Erickson Living® develop the best possible communities for our current and future residents.

Senior Living Advisory Board

Sweepstakes Winners

Marcia McDevitt

Marcia McDevitt grew up in Pennsauken, NJ.

Marcia got her undergraduate degree in home economics at Drexel University in Philadelphia. At the time, home economics included the curriculum that evolved into Drexel's top-ranked College of Media Arts and Design. In fact, Marcia and her classmates were the first at Drexel to use the University's newly acquired television cameras in 1969.

Marcia was working toward a graduate degree in consumer education at Drexel when her first husband accepted a job at Dulles Airport. The family settled in the planned community of Reston, Virginia, which at the time was only eight years old and had no traffic lights. Marcia has lived in Reston—and been an active citizen—ever since.

Marcia has worked in a variety of fields. She has been a writer, editor, researcher, teacher, office manager, meeting planner, and salesperson. She worked for Reston Community Television, both behind and in front of the camera.



Marcia has long been involved in many volunteer and community activities. She works with the League of Women Voters and her homeowners association, among others. She derives the most meaning from the work she does helping low-income families through the Alliance for Human Services and Fairfax Community Action. Each December, Marcia and her husband Len Pettitt play Santa and Mrs. Claus for a variety of area nonprofits. Len is a natural Santa—no fake beard needed!

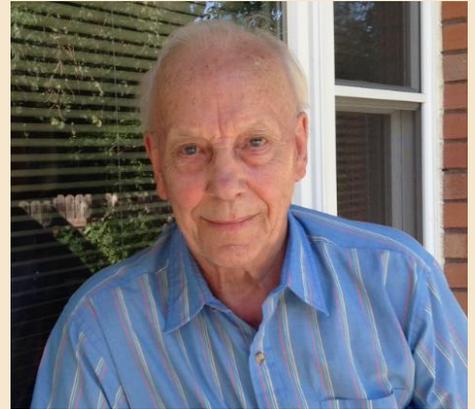
Len and Marcia plan to move to an Erickson Living community in the future. They are deciding between Greenspring in Springfield, VA, and Ann's Choice in Warminster, PA. Len leans toward Greenspring because he wants to remain in Fairfax County. Marcia leans toward Ann's Choice because it is close to her children, Marissa and Bill, and her grandchildren Kate, David, Ari, and Dani.

John Fowler

John Fowler was born in 1929 and grew up in Harrogate in the North of England.

John's wife Leiselotte (Lilo) grew up in Berlin, Germany. As Russian forces approached the city in 1945, her father sent Lilo—then just 16—to Stade in northwest Germany where she worked as secretary, translator, and nanny for an English Air Force family. After the war ended, the family moved back to Harrogate and rented an apartment over the Fowler's family business. Some months later, they invited Lilo to join them.

John, meanwhile, had just returned to Harrogate after two years of military service. One day his mother invited Lilo to tea. John explains that when they met it was "pretty close to love at first sight." The two married in 1952 and had their son Graham and daughter Rosemary shortly thereafter. John finished university with a B.S. in math and physics followed by a post-graduate diploma in physical education and health. He then began a career teaching math and physical education.



During the earlier years of their marriage, the Fowlers enjoyed two visits to Lilo's sister in Boulder, Colorado. By the second visit, they were sold. The family moved to Colorado in 1967 and have lived there ever since.

In the U.S., John continued his studies, earning a master's in physical education and taking up a position at the University of Colorado in Boulder. He later completed a Ph.D. in developmental psychology with a focus in human movement. John's scholarship focused on the theories of Rudolf von Laban, a dancer and movement theorist whose work heralded a world wide change in physical education. The new approach became known as Movement Education. It focused on children's physical, cognitive, and social development. John became a leader in this field, authoring a book and articles and lecturing nationwide.

John retired in 1991. In the years since, John and Lilo have enjoyed traveling and visiting family throughout the United Kingdom, Australia, and Germany, including relatives of Lilo's who lived behind the Iron Curtain until 1989. The Fowlers also enjoy spending time with their children and grandchildren. They are eagerly awaiting their first great-grandchild, due later this year.

This past spring, Lilo sadly suffered a stroke. After some time in rehab, she returned home where John became her primary caretaker with the support of their family, friends, and local organizations, including Meals on Wheels. In fact, the Fowlers were recently filmed for a forthcoming Meals on Wheel promotion.

Mary Ann Barrow

Mary Ann Barrow was born in Allentown, PA, in 1938. When she was 9, her family moved to Chester, just south of Philadelphia, and she has lived in the greater Philadelphia area ever since.

Mary Ann and her husband Ed met on a golf course in 1961. Mary Ann had come with her father, who was eager for one of his children to take up the sport. Ed was playing behind them but soon caught up and joined them for the last few holes. He was so taken with Mary Ann that he tracked her down afterwards to ask her out. They were married in 1963. That was Mary Ann's first and last time on a golf course.



Ed and Mary Ann had four children: Ann, Ed Jr., Joe, and Beth. They settled in Villanova, PA. Ed sold office equipment for IBM until his retirement in 2003. Mary Ann stayed home until her youngest started second grade at which point she returned to nursing. She worked as a bedside nurse, an MRI nurse, and an infusion nurse. In 2002, Mary Ann retired from nursing to help care for the youngest of her 11 grandchildren so her daughter could return to work. In 2008, Ed died after 44 years of marriage.

On July 12, 10 days after her 79th birthday, Mary Ann moved to Maris Grove, Erickson Living's community in Glen Mills, PA. She chose an apartment home in Oakleaf Terrace, Maris Grove's newest residence building. She liked the idea of having a brand new apartment and moving in at the same time as many other people. In fact, she had a ready-made friend group—six women who met during sales events while they were learning about Maris Grove. The group—nicknamed the Serendipitous Six—was featured in an article in the June 2017 *Tribune*.

The friendly people she met when visiting were just one reason she chose Maris Grove. She also liked the wide variety of activities. She has already joined the chorus and the choir. And she swims laps in the evening where she often has the pool all to herself. She also likes that she is close to both of her daughters.

Before she moved to Maris Grove, Mary Ann's house was broken into one evening while she was at home, so the fact that Maris Grove is a secure, gated community is also a big plus.

Mary Ann will put her \$100 sweepstakes winnings toward presents for her kids and grandkids.