

 (292) 382-1255

heritagecommunity.com



HERITAGE
COMMUNITY

OF KALAMAZOO

January 2022



HERITAGE
TODAY

EXPERIENCE THE FUTURE OF RETIREMENT LIVING

MONTHLY news

FROM THE HERITAGE TEAM



Greetings and Happy New Year!

Welcome to *Heritage Today*, a newsletter created exclusively for those interested in independent living at Heritage Community of Kalamazoo. Heritage Community is a Life Plan Community where you are free to embrace the active and engaging lifestyle you deserve. Whether you are just beginning to explore your options for a future home, are in conversations with our team, or have already become a member of Our Inner Circle by making your fully refundable deposit, we welcome you.

As we continue to welcome new members to Our Inner Circle, we are saving you a place! As a member, you will be invited to member-only events. And, if you join within 30 days of your first appointment with a sales counselor, you will also receive exclusive financial benefits. Check out *A Word about Our Inner Circle* for details about joining.

Also in this issue, see *Community Updates* for news about Heritage Community's recent renaming initiative, and learn the new names of our long-cherished buildings and dining venues around campus. In the same section, read about the opening of the new Memory Care Learning Center, and get a glimpse of life on campus.

Get the answers you've been looking for in *Common Questions*. Meet Traci Patnoudé, Director of Independent Living, in the *Heritage Community Team Profile*. Learn about our *Staycation* program and special Staycation Open House on January 20. You're invited! And finally, find out how you can earn \$1,000 when you help us grow our Heritage family in the *Friends to Neighbors* section.



Warmly,
The Heritage Team

HAPPY NEW YEAR!



"What a wonderful thought it is that some of the best days of our lives haven't even happened yet."

~ Anne Frank

a WORD ABOUT OUR Inner CIRCLE



YOU'RE THE FUTURE OF OUR HERITAGE.

For those of you who have placed your nominal, 100-percent refundable deposit, we welcome you to our extended family! As a member of Our Inner Circle, you will be invited to attend Heritage Community events and participate in activities. You'll be embraced by our dedicated staff and get to know our residents. And, best of all, without any obligation, you may reserve the residence of your choice at any time.

If you are still doing your research and considering your next move, now is the time to join Our Inner Circle. Take advantage of the many financial and lifestyle benefits listed below. The financial benefits are only available if you join within 30 days of your first appointment with a Heritage Community sales counselor.* So, call today to place your fully fundable deposit!

Members of Our Inner Circle receive exclusive benefits, including

- First monthly fee waived upon move-in*
- \$2,500 credit toward residence upgrades*
- Lifetime discount of \$100 off second-person monthly fee (Certain stipulations apply. Please ask a sales counselor for details.)*
- Exclusive invitations to member events and dining opportunities
- Access to the fitness center including one complimentary training session
- Entrance to monthly community events and scheduled entertainment
- Priority access to healthcare, including skilled care and rehab, should you need it before becoming a resident
- And more!

To learn more about joining Our Inner Circle, please contact us any time at 269.382.1255 or visit our website:
<https://bit.ly/3iymspi>.



COMMUNITY UPDATES

ROOTED IN HISTORY. FOCUSED ON YOUR FUTURE.



HERITAGE COMMUNITY RENAMES BUILDINGS AND DINING AREAS

After months of strategic planning and intentional efforts to unify the Heritage brand and reflect the vision, mission, and core values of the community as well as the evolution of Kalamazoo, we are pleased to share with you that Heritage Community of Kalamazoo has renamed several buildings and dining areas on its campus.

Redeveloping campus-wide nomenclature in a way that modernizes the Heritage Community brand—without compromising its deep roots in the history and culture of Kalamazoo—required careful consideration, taking into account many factors, including: eliminating the confusion between some of the current names; calling attention to a hospitality rather than a clinical focus; honoring the connection and history with Kalamazoo; emphasizing the human connection and emotional well-being of the campus; unifying the campus with a naming style that equalizes all living options; and facilitating the connection of all residents and staff to come together under the main community name. The building and independent living restaurant name changes are as follows:

- Wyndham Apartments** (Independent Living) will become **The Artisan**
 - Expresses the spirit and the timeless craftsmanship of the industrial age. Signifies a specific knowledge, caring or philosophy that is most often carried out by hand.
- Wyndham West** (Assisted Living) and **Amber Way** (Memory Care) will become **Meilland Square**
 - Named after the rose variety Rosa "Madame A. Meilland," "The Peace Rose," which is said to encapsulate drama, love, and greatness of spirit.
- Directors Hall** (Assisted Living) and **Amber Place** (Memory Care) will become **Hawthorn Landing**
 - The building has beautiful hawthorn trees along the side of its building. "When hawthorn appears, it brings a message of hope and healing for our heart on both the physical and emotional level." - Tree Spirit Wisdom
- The Harold and Grace Upjohn Care and Rehabilitation Center** name will become **The Upjohn**.
 - The simple addition of "THE" before Upjohn conveys a sense of place and elevates the level of importance.
- Sutherland Bistro** will become **Sidecar**
 - A casual bistro with a full-service bar and private dining room. It's the perfect place to enjoy a well-crafted cocktail, watch the big game, or grab a quick meal to go to enjoy in your home or on the garden patio, equipped with heat lamps and a water feature.
- Merit Dining Room** will become **Vintage**
 - This classic Midwest supper club offers traditional fine dining made from scratch and incorporating family heirloom recipes in thoughtfully coursed meals.

In addition to the renaming initiative, as you may have heard, Heritage Community of Kalamazoo is expanding with the addition of Revel Creek. Revel Creek will reflect Heritage's legacy of modern, luxurious, independent, senior living excellence in Southwest Michigan, and further revitalize Kalamazoo by addressing the wants and needs of a new generation of seniors. Revel Creek will feature three additional restaurants, The Gallery, The Vault, and The Upper Bank.

We feel this renaming will further define the community under one unified concept. Heritage will be working over the next several months to update campus signage to the new names. While the names may be changing, our commitment to our residents, future residents, and their family members remains the same.

Heritage Today will bring you regular updates as campus renovations unfold.

NEW MEMORY CARE LEARNING CENTER OPENED IN DECEMBER



On December 13, Heritage Community opened the brand-new, beautiful Memory Care Learning Center, a community resource to provide free support and education for caregivers who provide care for individuals living with Alzheimer's disease and other dementias.



CAMPUS LIFE FLOURISHES!



In honor of National Pearl Harbor Remembrance Day, Heritage Community's proud veterans and other residents gathered on December 7 to remember and honor the 2,403 Americans who were killed in the surprise attack on Pearl Harbor in 1941.



COMMON QUESTIONS

AND THE ANSWERS YOU'VE BEEN LOOKING FOR

Q: What is a Life Plan Community, and how is it different from a rental community?

A: If you are at the beginning of your search for a senior living community that's right for you, you and your family may have lots of questions. For example, what is a Life Plan Community, and in what ways does it differ from a rental community?

The primary difference between rental communities and Life Plan Communities (also known as Continuing Care Retirement Communities, or CCRCs) is that independent living rental communities typically do not include any financial coverage of future health care needs. In addition, rental communities may not have a continuum of care conveniently available on the same campus.

Life Plan Communities, on the other hand, offer the various levels of living accommodations, including independent living, assisted living, and skilled nursing care, and the cost of assisted living and skilled nursing care is either partially or fully covered by the entrance fee and the monthly fee. At Heritage Community of Kalamazoo, access to every level of the highest quality of care is promised at a predictable monthly cost, and with refundable entry fee options.

Here are a few resources to learn about the different types of communities:

·What is a Life Plan Community?

<https://www.heritagecommunity.com/what-is-a-life-plan-community/>

·Comparing Rental Retirement Communities and Life Plan Communities

<https://mylifesite.net/blog/post/comparing-rental-retirement-communities-and-life-plan-communities/>

·Understanding Your Senior Living Options: Renting vs. Buying

<https://www.wherelivematters.org/rental-senior-living-communities/>

·Renting vs. Buying in Senior Living Communities

<https://www.agingcare.com/articles/renting-vs-buying-senior-living-communities-203025.htm>

Q: How has COVID-19 affected life for residents at Heritage Community?

A: From the outset of the pandemic in early 2020, Heritage Community was the first senior living community in the area to be ready to fight off the coronavirus. As a proactive preparation measure, Heritage created an isolation and treatment unit specifically to care for any residents who might contract the virus.

Throughout the most challenging times since then, the Heritage staff has consistently provided expert care and unwavering commitment to the residents. Embracing the community's mission, the Heritage team has done everything possible to keep our residents safe and healthy.

Today, with a 100-percent vaccination rate across the Heritage Community campus, residents do not have to quarantine or wear a mask. In fact, with higher-than-average vaccination rates, strict health screening for staff and visitors, and stringent cleaning protocols, senior living communities are among the safest places to be these days. As we maintain wellness across campus and enjoy life as it has returned to normal since we lifted restrictions, Heritage Community is a safe place for you to socialize and experience a sense of community.

Q: When it comes to rightsizing, selling my home, and moving into The Artisan (formerly Wyndham), what kind of support and services are available to me as a future resident?

A: Heritage Community has partnered with Moving Station, a highly acclaimed relocation manager, to guide you in preparing for your move to The Artisan. Leading up to your move, you'll be guided each step of the way.

Moving Station will provide each future resident with a dedicated Personal Relocation Manager (PRM), a real estate and relocation expert to provide you with ongoing support, education, and advocacy to help maximize your success. Your PRM, compliments of Heritage Community, can provide helpful rightsizing tips and connect you to reputable vendors to help with downsizing, organizing, and packing. Your PRM can also supervise the real estate process from start to finish—including identifying, selecting, and introducing the most qualified realtor; overseeing the listing and marketing of your home; and watchdogging the transaction from contract to close. When it comes to moving day, your PRM makes sure all scheduling and protocols are in place to ensure a seamless move.

HERITAGE COMMUNITY TEAM PROFILE

MEET TRACI PATNOUDE, DIRECTOR OF INDEPENDENT LIVING



In September of 2011, Traci Patnoude joined the leadership team at Heritage Community of Kalamazoo as the Director of Wyndham. Since then, her role has continued to grow and evolve with the community. With the recent renaming of Wyndham to The Artisan and the up-and-coming opening of Revel Creek, Traci is now the Director of Independent Living.

When she came aboard a decade ago, Traci was a veteran director of community life, bringing with her ten years of experience directing eight group homes for people with disabilities. So, independent living at Heritage Community was a natural transition for her. "Ultimately, I'm responsible for managing everything that goes on at The Artisan," says Traci, who directly supervises the administrative assistants and life enrichment staff, while also working closely with all service lines at The Artisan to ensure that residents receive excellent services.

Bringing that team together to make things happen is what makes Traci tick. "When I see housekeeping, maintenance, dining, transportation, and administration all working together toward the same purpose, I just love that," she says. "When every team member understands the value and importance of what every other team member is doing—when we're all working in symbiotic relationship to each other—that's when The Artisan is at its best. And I'm hopeful we'll bring that same harmony to the service at Revel Creek when it opens."

When it comes to service, Traci's goal is to take a hospitality approach. "That comes so naturally to a lot of our team members," she says. "They come together and do whatever is needed to make sure The Artisan, including the residents' individual homes, is a great space to live in. I see our team members really getting to know the residents, anticipating their needs, and doing little things to surprise and delight them all the time. It's a very friendly community."

While hospitality is at the heart of Traci's approach these days, she readily admits that she didn't introduce that perspective to Heritage, but rather, it was the other way around. "I didn't come here with that hospitality approach in mind," she says, "but I witnessed it in some of the staff, and I thought, 'Oh my gosh, it's so cool what the staff are doing.' I wanted to know, 'How can we make sure we implement that approach across our whole team? And how do I build my own skills?' With my own task-oriented tendencies, it's possible to sometimes lose that hospitality approach." Since that awakening, Traci has studied and researched hospitality and how to continually develop it in herself and her team. "It's something that can be learned," she says with a smile. "Just because you're not the hostess with the mostest by nature doesn't mean you can't become better at it."

As the supervisor of life enrichment initiatives for independent living, Traci's goal is to make sure residents experience a rich and stimulating lifestyle through a wide range of physical, social, and educational opportunities. Besides having access to a variety of exercise classes, including yoga and stretching, residents also enjoy an open invitation to regular educational series. "We survey residents about their interests and then find speakers on those topics and bring that back to them," says Traci. In the popular "Prof Talks" series, professors from Western Michigan University visit the Heritage campus and present lectures to residents of The Artisan. In the "Beyond the Art" series, residents present works of art—pieces of their own making or pieces they have collected during their travels—to other residents. After the presentation, during which the resident tells the story behind the artwork, the piece is displayed somewhere in the community. "Getting residents in front of residents and giving them the opportunity to share their stories is something we're very strong on here at The Artisan," Traci explains. That is demonstrated in yet another monthly series, where each month, a different resident presents on a hobby, collection, travel experience, or special area of knowledge. The Artisan also hosts no shortage of social and entertainment events, from music concerts to happy hours, book clubs, and games like Texas hold 'em.

Traci is looking forward to the much-anticipated opening of Revel Creek this coming summer. "The challenge of opening a new building gives us a huge opportunity to hone in on the hospitality skills we've already sharpened at The Artisan," she says. "It's one thing when you have existing residents who know you so well. But with a new building, you aren't relying on residents with prior experience and knowledge of Heritage. We have the challenge and the opportunity to start fresh and make this a wonderful place for them, providing the same great hospitality of The Artisan to a whole new group of residents."

STAYCATION:

YOUR VACATION DESTINATION FOR 3 FREE DAYS!



GREETINGS FROM SUNNY KALAMAZOO

Please be our guest at Heritage Community for two free nights and three days of STAYCATION. It's your chance to experience the freedom and security our residents enjoy year 'round. To taste the talents of our culinary team. To meet and converse with potential future neighbors. And to picture a carefree future here in the heart of Kalamazoo.

SAMPLE STAYCATION ITINERARY:

We will customize the details of your stay based on your interests and preferences.

DAY 1:

- Arrival and Welcome—3 p.m.
- Orientation and Team Greeting
- Dinner with a Resident Ambassador

DAY 2:

- Breakfast with a Resident Ambassador
- Personal Fitness Training Session with our Wellness Director
- Lunch with a Sales Counselor & Community Director
- Personal Time or Group/Club Programming
- Dinner with a Resident Ambassador

DAY 3:

- Breakfast
- Departure and Dialogue with Sales Counselor

CALL NOW TO RESERVE YOUR STAYCATION: 269.775.4276

STAYCATION OPEN HOUSE



Treat yourself to a free, relaxing getaway without going far away. This unique open house experience will provide a new perspective on the low-stress, high-quality lifestyle that awaits.

Stay a few nights, free of charge in The Artisan (formerly Wyndham) and enjoy delicious meals from our culinary team, delight in the entertainment and excitement of our amenities, and get to know some of our remarkable residents.

JOIN US IN PERSON:

Thursday, January 20 | 2:00 p.m.
Heritage Community of Kalamazoo
2300 Portage Street | Kalamazoo, MI 49001

Reserve your place for any Heritage Insider Session at heritagecommunity.com/events or by calling 269-448-0856.

FRIENDS

TO

NEIGHBORS

SOMEONE YOU KNOW WOULD LOVE TO LIVE HERE.



Earn \$1,000 by Growing Our Heritage Family!

As you know, we've been a part of Kalamazoo since 1945, so it's not exactly a secret that life at Heritage Community is something special. But of course, what makes it so special are our residents, friends, and family members. And since people like you know other people like you, we offer the Friends To Neighbors program.

It's simple. Just provide the name and contact information for someone you believe might make a good neighbor—someone who would enjoy and benefit from being a part of our community. If they choose to move here, we'll credit you \$1,000 toward your monthly fee after you move in.

When you're ready to share the Future of Our Heritage with someone who will appreciate it fully, please fill out the form on the following page, and return it to the sales and marketing team.



**FILL OUT THE FORM AND
RETURN IT TO THE SALES & MARKETING TEAM**



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INTRODUCING THE
FRIENDS TO NEIGHBORS
PROGRAM.

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It's simple. Just provide the name and contact information for someone you believe might make a good neighbor; someone who would enjoy and benefit from being a part of our community. If they choose to move here, we'll credit you \$1,000 toward your monthly fee. If you're not a current resident of Heritage Community, we'll put the same \$1,000 credit toward their monthly fee once they've made the move.

When you're ready to share the Future of Our Heritage with someone who will appreciate it fully, please fill out the form below and return it to the sales and marketing team.

PLEASE MAKE MY FRIEND A NEIGHBOR.

YOUR NAME: _____ DATE: _____

YES. You may use my name when contacting these individuals.

NO. I prefer my name to remain confidential.

REFERRAL NAME(S):

NAME: _____

ADDRESS: _____

CITY/ST/ZIP: _____

PHONE: _____

EMAIL: _____

NAME: _____

ADDRESS: _____

CITY/ST/ZIP: _____

PHONE: _____

EMAIL: _____

NAME: _____

ADDRESS: _____

CITY/ST/ZIP: _____

PHONE: _____

EMAIL: _____

NAME: _____

ADDRESS: _____

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EMAIL: _____





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