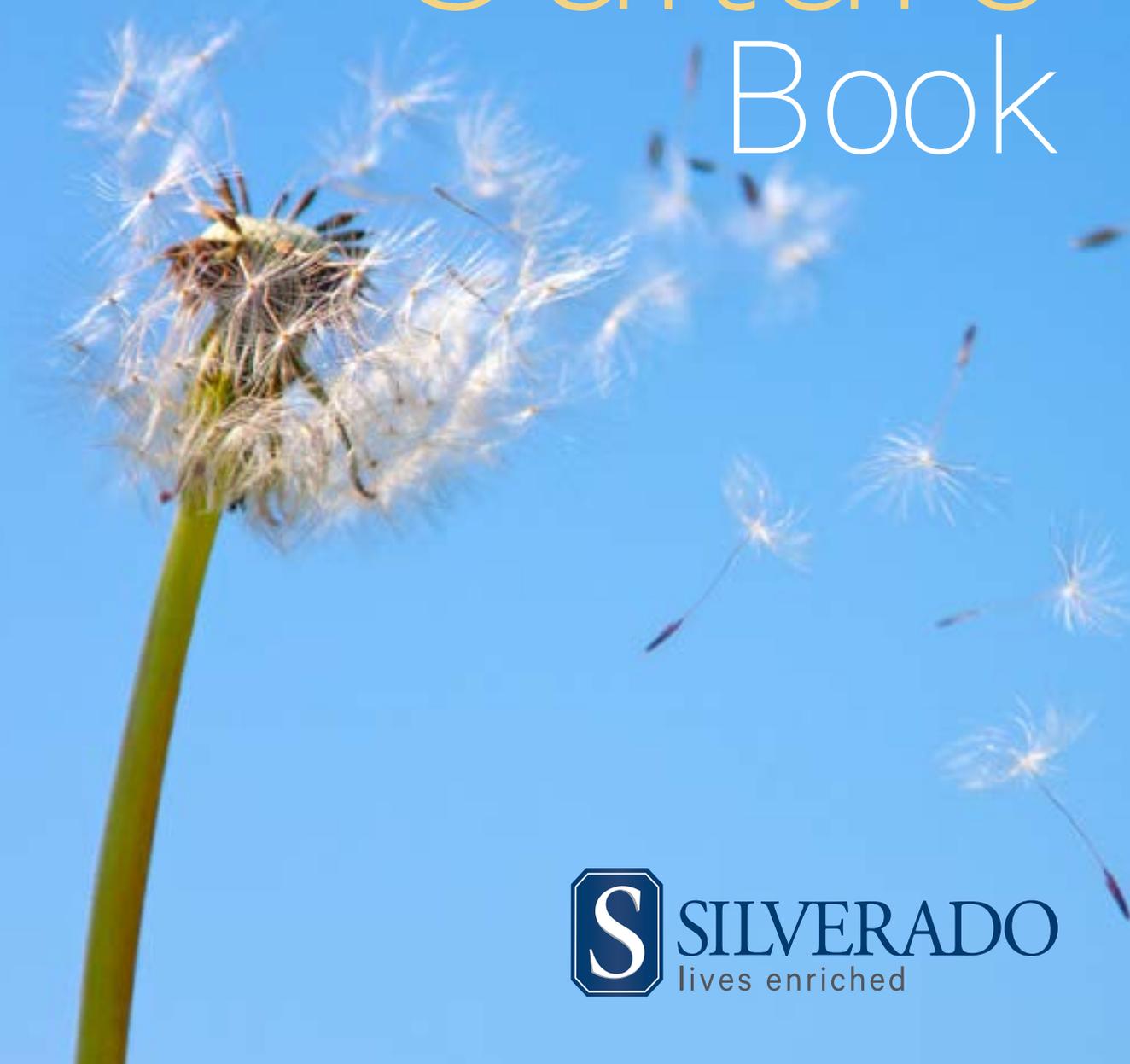


# Culture Book



 **SILVERADO**  
lives enriched



# Silverado Stories

## Dorine

One rainy night, my 80 year-old father climbed up a ladder to clear some leaves from the rain gutter. He was used to doing these types of things because he maintained a very active lifestyle, like building a huge pond with a waterfall in his yard, or a bird house, fence or anything else he could build. He was a carpenter by trade and in his down time he would read all the books he could find. As he climbed the ladder that night, he felt it give way to the slick concrete beneath him. He clung to the ladder as it fell backward, landing on his back and fracturing his neck. He was hospitalized for his injuries and after surgery, he was released to a skilled nursing facility (SNF) for rehabilitation. The SNF was recommended by his insurance. At the SNF, his surgical wounds became infected as well as his bladder, and other ailments followed. He was sent back to the hospital for these infections, only to be released to other SNF's as our family tried to find the best one covered under his insurance. This became a pattern for the months following his accident. He hardly ate during this time because he found the food unappetizing at these facilities, which caused rapid weight loss. Since my dad always had a slim build, he could not afford the extreme weight loss he experienced. He became weaker and weaker while at the SNFs until he could not walk or lift his arms. He needed help eating, dressing, and with all other basic functions I sometimes take for granted. He even found it

difficult to turn the pages of a book, so he stopped reading. My dad became depressed. At one point he told me there was no hope for getting better. He said "all places are like this" as he referred to the inadequate care he was receiving and the depressing conditions of the facilities. But I knew there was hope.

You see, I had worked for Silverado and for three years I had heard countless "Silverado Stories" about the way we changed lives. So, although not covered by my dad's insurance, we moved him into Silverado Sierra Vista to rehabilitate. My dad started eating again — the food was wonderful! Extended family visited often and were able to have meals with him. He stopped being depressed because the surroundings were beautiful and homelike, the caregivers were thoughtful angels on earth and the nurses lovingly maintained his wound care and they never got infected again. He received regular physical therapy and eventually gained enough strength to feed himself, brush his teeth, and use the remote control on his bed to sit up. Two months later, he was well enough to go home. Today, three years later, my dad walks on his own, reads lots of books again, tinkers in the yard, but still refuses to climb a ladder. He is healthy and has his life back thanks to the care he received at Silverado Sierra Vista.

## Brittany

I often get asked the question, “How do you work in hospice? I could never do that.” My answer is always the same. It is because I get to help someone by making their day just a little bit better. I get to support people during devastating times and I am humbled each time these families allow me to enter their lives and trust me with their loved one. When people resist hospice, I share my hospice story about my grandma. My grandma was my everything, most grandmas are. But, I always thought there was something just a little bit more special about her than any other grandma. When she got cancer it changed my life. I remember my family telling me that I couldn’t cry in front of her because she would give up and feel defeated. I have had so many lost memories from that entire experience, but I do remember learning she was going to die and I remember going into her hospital room and sitting with her on her bed just a few minutes after hearing it. She was talking about how her hair looked. I told her she looked beautiful and then I looked away so that I could try and blow cold air into my eyes so that it would keep me from losing a tear. I remember how hard that was because I had to keep turning away. I know she knew I was crying and I think she was just being brave for me. She didn’t have hospice at the time and my aunt did not want to put her on it because she felt it was accepting a death sentence we just weren’t ready for. The night she died was something I never thought would happen. I didn’t

know what happens during death and it was scary, sad and hard to watch. I do my best to not think about those final moments, but you just can’t forget something like that. I do my best to remember when I climbed into bed with her and how she told me she

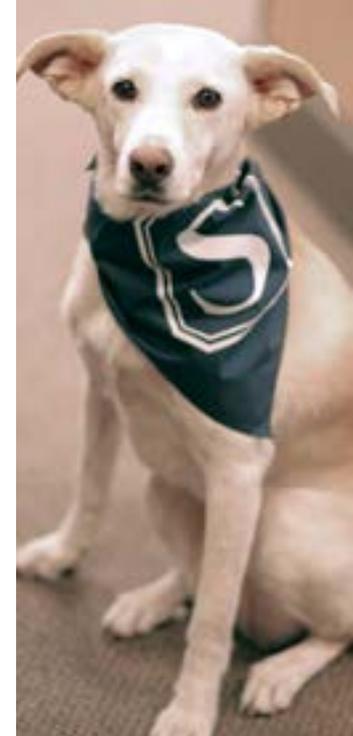
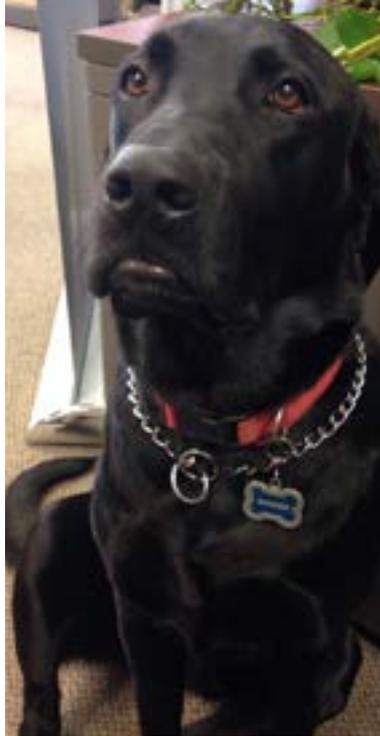
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“I do my best each day to ensure families feel supported in every way they can be.”

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loved me to the stars and moon and back because that is the memory I want to remember. After she left, I couldn’t believe it. I had a hard time wrapping my head around how someone could be here one minute and not the next. I remember thinking about how she was only here an hour ago and here no longer. I don’t think family can support you when you are going through something like this. I think it’s because every member in the family needs support and we all grieve in different ways. I couldn’t imagine doing anything other than hospice at this time in my life. I do my best each day to ensure families feel supported in every way they can be. I do it because I know what it is like to experience the grief, confusion, sadness and lack of support.

My step grandma came onto hospice with Silverado about a month ago. I really got to see the work we do firsthand. I cannot express the gratitude I have for the team. I was able to just be a family member, which is what I needed to be. And those who know me know that I am a bit of a control freak and I wouldn't have been able to give up control unless I felt I completely trusted and supported the hospice team. Because of Silverado, other families noticed the care she was getting and how great she looked up until the end. My family was able to learn about the dying process and the signs to look for through the book given to them by Sharon and Gayle. There weren't any surprises. Whenever we needed the team, they were there quickly. My aunt refers to the team as Angels, instead of their names. She says that's who they are and that's what she intends to call them. I knew before the type of care we provided, but I am grateful to have experienced it. I just wanted to say thank you from all of us from the bottom of my heart. Because of you we got to experience this as a positive passing and we chose to celebrate her moving on to a new journey. And while it is always a sad time, this time around it wasn't so devastating. Thank you to EVERYONE!





## Mindy

I love every story for different reasons. I love the Jeffery Y. story, because the community pulled together to make his wish to tour the Dr. Pepper plant come true. I love the hospice wedding story because she wore a t-shirt that said, “I scare myself,” and when she walked down the aisle she looked radiant because the Silverado Hospice staff made her wedding wish happen. I love the tours of the communities, Tustin Hacienda and Newport Mesa, because of the energy and interaction between staff and residents that I was able to observe. I know every day there are stories that don’t make the news, but it doesn’t matter because I know they happen and in a very small way I am a part of it... As I said, lucky me.

## Christina

As a nurse you are taught to set boundaries with patients, but every once in a while a patient comes into your life that touches you. Ruby is one of those patients. I have known Ruby for over 18 months. She is unable to talk, unable to lift her head, and has universal contractures. Earlier in the week the caregivers came to me saying that Ruby was not doing well. Some might say, how can you tell? However, one look at Ruby, and I could see she was different. Her body was flaccid, her color off, her eyes did not have life. For a moment, I thought, no not Ruby, not now, that moment was quick however, as I needed to go into “nurse” mode. Necessary

calls were made and the family chose to continue to keep Ruby comfortable. The team and I continued to check in on her several times. The next day, I visited with Ruby and was given a gift. Ruby lifted up her head, made eye contact with me and smiled. The moment was brief, perhaps 3 seconds, but we connected. I was inspired. I was reminded that as long as they continue to breathe, all of our residents give life and can communicate. Ruby has since returned to her normal baseline, and our bond has never been stronger. This is why I keep coming back, this is why I do what I do — for connections and moments like the one Ruby and I shared.

## Barla

This was my first Silverado Escondido Family Thanksgiving. What an AMAZING experience!! All the staff kept at their work as if it were any other day, but they managed to make things truly special. Our outstanding culinary department prepared a wonderful feast that was served on tables set up and decorated by our unbelievably efficient and miracle-working maintenance and engagement departments. Caregivers had all of the residents ready and looking wonderful when their families arrived at a Thanksgiving Wonderland and to enjoy a meal, music, dancing, fun and laughter. After the families had departed, our team (who I think could probably walk on water if they gave it a try) got it all cleaned up - kitchen gleaming and residents cared for and asleep on time! It was truly a labor of love for our residents, their families and EACH OTHER!!



## *Mollie*

One Christmas Eve, a resident and I sat on the couch as we sang “Crazy” by Patsy Cline, enjoying a hot cup of coffee. What she didn’t know, I was recording us singing on my phone. After the song, I played it back to her as her eyes got really big. “That doesn’t sound like Patsy Cline,” she said! I just laughed so hard.

## *Dorit*

After ten years with Silverado, I have too many incredible stories to pick a favorite. I can proudly say that the remarkable transformations we see in our residents and the peace it brings to their loved ones are not rarities, but regularities. I love to see the relief, gratitude and amazement our families experience when their loved ones improve and have a quality of life they didn’t believe possible.

## *Monica*

I had a call from a family in desperate need of our help. The sons were overwhelmed and were afraid of placing their dad at Silverado because he had been asked to leave other assisted living facilities. The sons came to meet with me and I told them that we would do our magic. Two weeks later, they called after their dad was placed at Silverado and said, “Oh my gosh you were right, you haven’t called us to say our dad needs to leave. We have our lives back.” This meant the world to me and brought me to tears.

## Dawn

I love Leo's story from Silverado San Juan Capistrano. A young man comes to this country four years ago, doesn't speak English and gets a job as a dishwasher. Through his hard work and the mentoring of the Community's Administrator, he gets promoted multiple times to the Director of Culinary Services and wins a Hero Award from ALFA, which Laura Bush presents to him. And he's just beginning his career. We have dozens and dozens of "Leos" in Silverado and will continue to.

## Estefania

Ms. Barbara would wait out in the dining room after every meal to let me know she needed to start cleaning the tables. "I guess you could say Ms. Barbara and I had a special little bond."

## Bhad

Every day I call our different Silverado locations to help a variety of people's IT needs. I once called an employee that had a simple iPhone setup question and had them ship their old phone back to me at the home office. I just went through the usual routine and helped get the phone up and running, and I thanked them and wished them a great day. A week

later, I received a box with the old phone I requested for, but it came with a piece of paper. The Silverado employee I helped wrote me a letter and thanked me for everything I did and how much they appreciated my help. I keep the note at my desk as a reminder that even the simple fixes we work on in IT are just as important as any other.

## Rex

There are many stories at Silverado that are touching and emotional. One of my personal experiences was when I was doing a review at a community with co-founder, Steve Winner. One of the residents seemed to take a liking to me and wanted to follow me wherever I walked in the community. Steve and I were done for the afternoon so I followed him outside. The resident who followed me around was upset that I was leaving. She was yelling, "Where are you going? You can't leave!" The staff had to redirect her attention so I could slip out without her getting upset. But that moment highlights how the spirit inside everyone continues to thrive with humor, energy, anger and love, even through the end-of-life stages.

## Bhae

So many stories...I love all of them. I particularly love the stories of how our residents' lives are

transformed from being unhealthy and almost dying before Silverado, to healthy, happy, active and engaged once they move in and live a wonderful life to the end.



## Jennifer

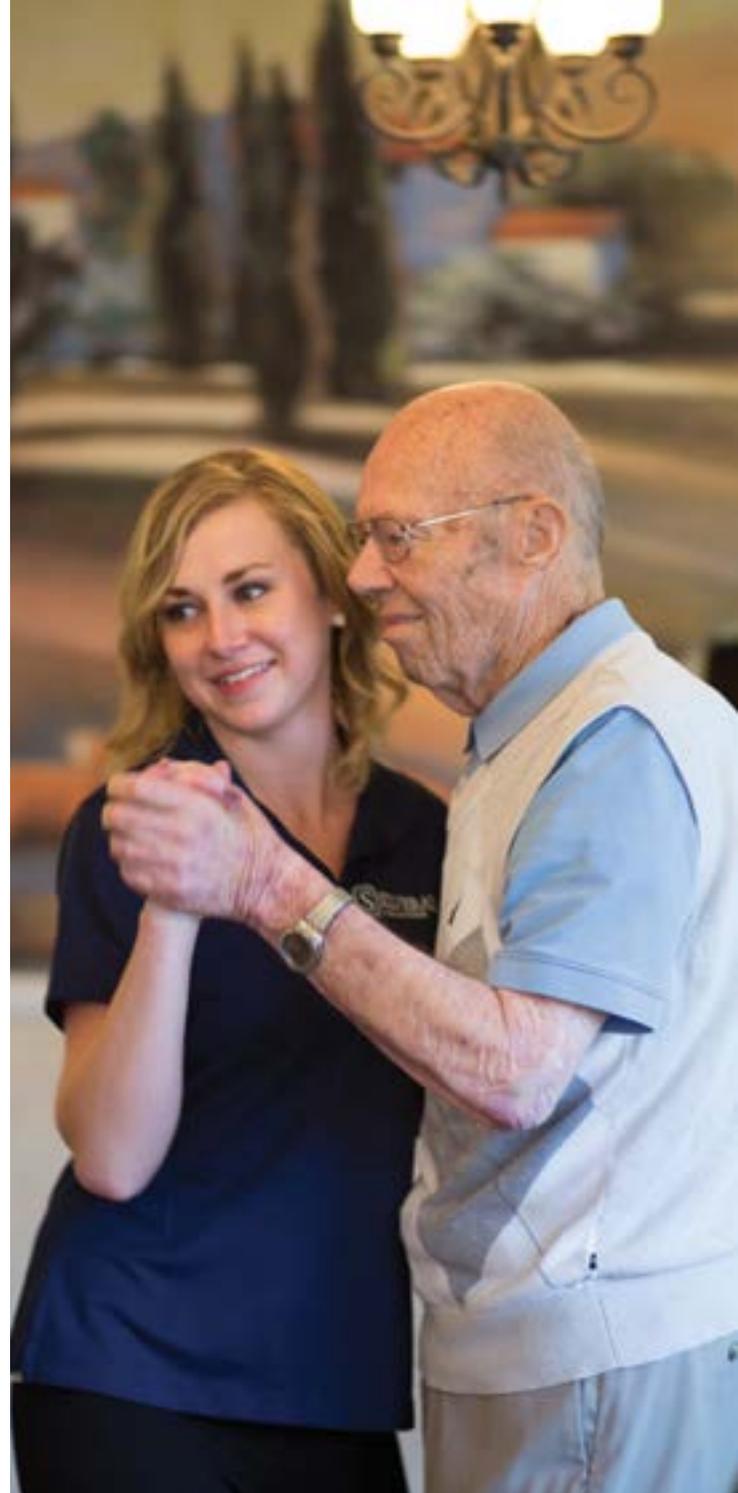
One memory that I love to share is when I worked second shift, Tex would always stay up really late. He would look for me so we could sit down and enjoy a yummy snack together. It made me feel VERY important; Tex and I got really close doing that every night... I will treasure that forever!

## Ariel

My favorite Silverado story is when I was getting a table from the patio to bring into the living room. As I was backing through the door, all of a sudden I felt a pinch on each cheek of my backside! I was expecting one of the guys, but when I turned around, there was Ms. Helene with the biggest grin on her face I had ever seen. I love the interaction with the residents. It's like a box of chocolates, you never know what you are going to get.

## Wendi

I love when the children and family members are visiting. We play word games in one of our living rooms. We always serve hot cocoa and fresh baked cookies. Everyone huddles around trying to guess the words. The room is filled with laughter and life. The kids will grab the markers to write on the boards, as will the family members, and we just laugh and laugh. The staff, residents, and families all look forward to playing these games. We even get the nurses to stop and guess in between the med pass.



## Vida

I have many stories, but one that is heart-felt and funny is when I was giving a tour to a potential family and we met Jill, one of the early-stage residents here at Sierra Vista. Jill is an artist. A painter. A free-spirit. When we saw her, she was outside in the gardens,



watering the flowers. I introduced her to the family who was touring. Jill asked the family, “Who are you looking at this place for?” The family said, “I am looking at moving my mother here.” Jill answered, “Oh, I don’t think your mother would like it here!” (My heart dropped hearing Jill say this!) Then, Jill continued, “You see, this place is great for people like you and me; we’re active, we do a lot of things, we’re always busy! This is not a place for elderly people like your mother!” Needless to say, the family moved her mother right in!

## Gayle

Larger than life, tenderhearted and expressive — that was Barney — vulnerable yet strong in the face of debilitating dementia. I first noticed him sitting in his wheelchair at our Newport Mesa community. I crossed paths with his devoted wife, Phyllis, while offering spiritual care for a resident on our hospice service. I was singing during that visit, because music and singing appears to deeply “connect” with sufferers of dementia. The warmhearted atmosphere of the communities creates a hospitable environment and the song I sang seemed to draw Phyllis in my direction. We discovered that our pathways had been intertwined for some 20 years without our knowing through a variety of connections and people! Phyllis explained that Barney was a classical musician and would I sing “something” for him. I remember kneeling at his side and offering an operatic aria, seeing his eyes become moist and

noticing a spark — a “window of cognition” opening for a brief moment. I was completely unaware that the particular piece had special meaning for the couple — Barney had performed his only operatic role in just that opera and the music brought Phyllis back to the experience of seeing Barney perform it, which she described enthusiastically. Several months later, when it was time for Barney to come on hospice service, I began regular visits with him, always including a variety of music. Over the weeks and months that followed I came to learn how deep Barney’s holy longing went, which he had expressed through his profession of playing the french horn, conducting, composing and teaching music at University of California, Irvine, and which now helped to sustain him. It seemed that music would continue to serve him as a channel of love throughout his remaining days. Phyllis had already discovered a “horn buddy” for him — a french horn player who held the instrument and pressed the valves while Barney provided the breath. The tone, still vibrant but mellow, resonated on Tuesdays through our community, giving the gift of life.

During those days, musicians appeared for Barney from surprising places: a social worker intern joined our hospice team — ironically named “Buddy.” Buddy shared his soothing voice and acoustic guitar with Barney, and their friendship deepened, as Barney grew observably calmer with Buddy’s songs. Buddy said that Barney, who was becoming less verbally expressive, remained ever the teacher and would on

occasion tap his fingers and direct Buddy to “slower” or with “more energy.” Barney’s own son, Ben, a talented musician and medical doctor, brought his guitar as well and sang. Barney’s caregivers all knew to keep the radio tuned to the classical station at bedside, so that he could “conduct” as the spirit moved. Nurses and social workers sang to him, and he echoed in his singing. Musician friends from out of town visited and Barney often expressed his joy through tears, saying, “It’s so wonderful!” Music continued to be a “friend” to Barney: giving him courage to go through each day of his slow decline; forming a safe “chariot” to ease his transition; helping him to relive — if only for moment — the feeling of the best times of his life; providing pathways for engagement with his friends and family; and offering a means by which to express his soul’s passion and holy longing. Music continues to enliven Barney’s legacy and memory. Following his passing, Phyllis hosted a gathering in their home for a concert tribute and benefit for the Alzheimer’s Association. The memorable afternoon offered a wide variety of instrumental and vocal music that paid homage to Barney’s holy longing. In 2014, UCI showcased his compositions in a concert. May Barney’s holy longing live ever on!



## Vic

I had a gentleman call me from Florida after his aunt attended one of my seminars here in Southern California. The gentleman's father was in a hospital in Pasadena strapped to a bed because of behavioral problems resulting from Alzheimer's disease. The hospital was going to release his father in a few days and the family did not know where to get him help. His aunt told him to call Vic because he knows what to do! I talked to him for an hour about options. I called Michelle E. and asked for help. Within 20 minutes, we had several communities communicating and coordinating the response to this family. Within a day, we moved the father into one of our communities and his behavioral problems disappeared shortly thereafter. The father started to prosper and the family was thrilled! Now where else can you get that kind of care so quickly? It's another example of Silverado responding to a family's need! God Bless Silverado!



## Jon

I have countless Silverado stories. One of my favorites that I've shared many, many times is that several years ago I met with a young lady (in her early 40s) living in a nursing home with terminal cancer. Her only wish was to spend her final days at home. The nursing home had done little to help her, except they finally called me in to speak with her. In a matter of minutes, I developed a plan to get her home, and made it happen by the next day. Yes, it was hard work, but all that mattered was that we were fulfilling her final wish in life.

## Julie

I have a volunteer who is Christian and I assigned her to a patient who is Jewish. This volunteer is very religious and likes to go out and read the Bible to patients. Since they were coming from different backgrounds the volunteer was looking for something to read to the patient that they could both relate to. The patient could no longer read and that was one of her loves. It was Valentine's Day so she chose "Chicken Soup for the Lover's Soul." The volunteer thought she would read one, maybe two short stories but ended up reading for an hour. Both the patient and the volunteer had such a positive outcome and shared their experience with others.



## Jenn

One of my most tender moments was being with a resident as she passed away. I just returned from a trip to TN with my family and I made her promise me before I left that she would “hang on” until I got back (knowing her end of life was very near) so I could tell her about my time at Graceland (she was a HUGE Elvis fan!). I came back from vacation and went right to her room where she was “hanging on” and I was telling her all about my trip and about Graceland, all about Elvis’ house and his hall of Gold records...about his jungle room and the fabric encased billiards room. Then I was describing the end of the tour that led to the grave site where Elvis and his family members laid...the fact that there were thousands of flowers and tributes to “the King”. As I was talking I noticed that her breathing was slowing and getting more shallow so I said to her that her husband and Elvis were waiting by the pearly gates waiting to

usher her in and with that, she took her final breath! Her daughter-in-law, who was by her side, and I both smiled and shed our tears for her passing, but it was so peaceful and so precious. I was truly blessed to have been a part of it. It goes to show that we bring LIFE to our residents from the moment they set foot into our communities to the moment they take their last breath! (And that’s how it should be!)

## Matt

One day my kids went to the San Juan Capistrano community and as we were leaving, a resident grabbed my daughter and started to hug her. The hug turned out to be a half hour hug! But my daughter was hugging right back. When I asked her later if she minded that long of a hug, she told me “no, I could feel her heart and it felt good.” My daughter was eight years old at the time!

## Samuel

One of the ways in which I am impressed with Silverado is the level of personal responsibility and integrity. When I arrived early to a corporate training, I observed a Senior Director joyfully preparing the room and not waiting for someone else to do it for her. I have worked at other companies when someone at her level would have just discharged the job to someone else. For me, she exemplifies the type of caring attitude and pride for her work at Silverado.

## Monica

My heart is at Silverado every day, and knowing how many lives I touch with families and associates makes me want to never end and continue going on.

## Frederic

Stories are what Silverado is about. Making dreams and last wishes happen, consistently, without hesitation. When I met Nancy M., it was an honor to be able to be involved in giving her a wish that she had. Thirty-two years old, four children, and yet not married to her sweetheart, and diagnosed with cancer in its latest stage. Silverado Hospice organized for the wedding to happen. In Fullerton old town, there we went, camera in hand, to give Nancy one last wish. In her beautiful wedding dress, the groom at her side along with their four children. At last, they got married, and celebrated late in the

night with family, friends and Silverado. And I can tell you, everyone there was like family. After covering the whole wedding, Silverado delivered a beautiful wedding album for Nancy and her family to cherish forever. Not too long after, Nancy passed away... Silverado allowed her quality of life at the end of her journey to be memorable and unforgettable for many.

## Diana

I believe in love conquering fear. I believe in family. I believe in learning daily to live LIFE and share with others... love, innovation, family and engagement. The moments are varied but rich in value. My heart aches as I see the pain others experience but it also soars with the joyous moments. Victory moments that lift me off the ground to move forward into new experiences and solidify older ones. I do what I do because I care. I want to look into the eyes of each community member and know they are there and I am with them. I am there to be a blessing even when it isn't acknowledged or noticed by the one I am helping.

## Dawn

I want to make a difference in the lives of our associates and all those they touch. How I do that is to grow as many Silverado leaders as possible to ensure the legacy and continued growth of Silverado and its mission.

## Jenna

I volunteered in high school at my grandmother's nursing home. It was there that I found my passion for working with older adults, and it inspired me to continue on to get my college degree in Social Work with a Minor in Gerontology. During my classes and internships I learned more about dementia and recalled my grandfather being diagnosed with a similar disease when I was 8. It was then I began to recall memories of my Papa being very confused and frustrated during his final years. I remember my father and his siblings being very upset and no longer knowing how to talk to their father. By the time I got into graduate school I knew I wanted to spend my life working with older adults who had memory impairment.

## Samuel

I believe in work that isn't just about a 9 to 5 and paying the bills, but that work is three things: 1) something that I am proud of, 2) a place to engage and create with people towards a vision of making this world a better place, and 3) following through with that vision by making a difference in the world around us, our community, our marketplace, our neighbors and the people we are inherently connected to.

## Kelsie

When I was in high school, my grandma was diagnosed with Alzheimer's. Coming from a small town with one main primary doctor to diagnose her, our neighbors knew about this before I even did. They would shake their heads and say "I am so sorry about your grandma." The repeated questions and unpredictable moods from my grandma became more frequent. I knew nothing about the disease process, which made me fearful of what was happening to her. My visits to her house became less frequent. My grandmother passed away suddenly due to an infection that was not caught soon enough. I had the most emotional and spiritual

experience the night she died in the hospital. I cried to her and said how sorry I was for not spending more time with her. From that night on, my passion became so clear. I thought to myself, "I will educate people on Alzheimer's disease and help show them it is NOT the end." I spent the rest of my high school days and college years learning about geriatrics and memory impairments. Finding Silverado is the best thing that could have happened to me. I work for a company that thrives on the idea that love is greater than fear, and that our communities are LIFE for our residents.





## *Chae*

It's important for me to feel purposeful. For the first time in 31 years of working, I feel purposeful each and every day. I know that I am a part of an amazing organization that helps people live a full life to the end with dignity. It's miraculous that we get to change people's lives for the better and, despite the circumstance, make them feel good about themselves and the life that they are living.

## *Frederic*

Why I do what I do and work at Silverado is because... it is an opportunity to do great things and give back.

## *Susan*

My desire to work at Silverado began with wanting to be able to work for a company with integrity and purpose; I wanted to be able to make a contribution with my experience and skills to a company that valued its product or service and valued its employees. Silverado has exceeded that goal for me. Additionally, I could have never imagined how my time with Silverado would also bless my whole family in a personal way. The knowledge, education, contacts and support from my time at Silverado has been a priceless gift in being able to providing exceptional care for my mother, who was diagnosed with Alzheimer's not long after coming to work at Silverado. I will be forever grateful.



## Diana

Although both of my parents were affected by dementia (my father's was vascular), it was actually the experience of caring for my mother through her Alzheimer's disease that impacted me the most and became the basis for my life's direction. I had the honor of caring for her during her last four years, and that experience changed me profoundly. To honor my parents, I want to care for others and love them, especially when their families aren't here. I want to use my skills and knowledge to ensure that they are living their lives and celebrating all the joy in every day. When I was interviewing with Silverado, I saw the "Love is Greater than Fear" clip on YouTube. What I saw let me know that we could absolutely provide a safe and loving home for persons with dementia, and celebrate their living, rather than care for them until they expired. With a foundation of love, everything is possible. When every decision you make is based on what's in the best interest of our residents, then you've made the right decision. When we are all working towards one goal, we support each other and see the good in every situation. We treat everyone with respect and compassion. We have fun, we laugh together, and we even cry together. We are a team, and we are a family. My parents are proud.

## John

I want to make a difference in at least one person's life every day. My work with Silverado Hospice enables me to do that, and has for the past 4 years. Coming into work each day gives me a sense of purpose.

## Christina

Why I do what I do and work at Silverado is because... life isn't over with a diagnosis of dementia. I like working at Silverado because I get a chance to minister to people. To serve people. To help them in their most tender time of life. Their families as well. Just when I think I am helping them, boom, the resident teaches me and ministers to me. How blessed are we that we can have fun at work?

## Jim

I believe that the work we do at Silverado is transforming an industry and shaping a future of enriched lives that we can be proud of. I do what I do at Silverado because I believe that transforming a team from functioning to thriving, and shaping the future of Silverado leaders are key elements in ensuring our success.

## Melissa

I want to help be an advocate for those who cannot advocate for themselves due to their memory impairment.

## Wendi

We are one great big family! We love and care greatly for each other. The belief that residents are seen as “individuals” and treated with the highest respect and dignity is so important to our team! The respect for not only the residents, but for each other, is what makes it so easy to be part of such a wonderful company. Silverado helps give families the greatest gift ever...more time with their loved one in a safe, loving, full of life environment. We laugh with our families, and cry with them, and become just as dependent on them as they do of us. Together each and every one of us makes a team, which contributes to the happiness of our families and staff. Silverado makes us better people and by doing that it has opened our hearts to love and care more than we ever have. Silverado Escondido is my family, and I love each and every member!

## Becky

I have a deep love for people and want to contribute to society in all aspects of my life. Through my position I have the opportunity to utilize my administrative skills to help the team be focused on assisting our hospice clients and families.

## Rex

I believe in our mission statement of improving the quality of lives for those afflicted with Alzheimer’s and other forms of dementia. It is real. Working at Silverado allows there to be a voice for those who cannot advocate for themselves. In my role as Applications Manager I work hard for our associates in the field to meet their software needs so they can have success with their roles in Health Services, Engagements, Operations, Sales, or are Business Managers and Administrators!

## Dorit

My passion is helping others by providing education, support and excellent customer service. My role as a Senior Family Ambassador at Silverado Encinitas allows me to do that on a daily basis and see the difference we make in the lives of our residents and families.

## Valerie

The people I encounter on a daily basis are amazing! The Silverado Hospice field staff’s warm and caring nature inspires me daily. I appreciate all that my team does and love being part of it.



## *Vic*

I want to help everyone who has a loved one with Alzheimer's. I know that we have current data showing 64% of caregivers die or are hospitalized before their loved one! This is why I call the friends and families of people with Alzheimer's the collateral damage of the disease. We created the Mind Heart Soul Ministry to come alongside everyone at places of worship worldwide! These are the people who are stressed out and many of them have lost hope! We have been told by many people after they have attended one of our events that "when I came I had no hope, now after your seminar, I have hope!" This one statement is why I do what I do!

## *Mollie*

It brings ecstasy to my life and teaches me patience, which to me is the most important quality in life.

## *Jennifer*

I feel strongly about my role as a caregiver. I believe it is the most gratifying feeling when you get to help people that can't help themselves. Every single resident we have here at Valley Ranch is taken care of to the fullest! This is what I live for! One time when I returned from a week of vacation, Ruthy asked me, "Where have you been? I thought you had forgotten about me." This is perfect proof that these remarkable people need people like us. And they know when they are treated with love...not just care.



## Deborah

I enjoy creating interactive online courses that give Silverado caregivers the tools and training they need to make a positive difference in the lives of our residents. I feel good knowing that doing my job well helps caregivers do their job better and brings more quality of life to our residents.

## Cheryl

I truly feel like my work helps to make a difference in the lives of individuals. It's a job that goes beyond making the numbers and the bottom line, it's all about helping people live fulfilled lives. Before working at Silverado, I had only negative experiences with Alzheimer's care for both of my grandfathers. Those memories stayed with me and my perception of senior care was impacted. It wasn't until I toured a Silverado community and met the amazing people in the company that my perception completely changed and I now have very positive memories of what caring for individuals with memory impairment is like. While I work in a support role for those on the front line, I feel very valued as an associate, which keeps me motivated and passionate about continuing to do what I do. And if my role helps even one person change their perception on memory care and build positive memories like I did, then I have achieved success.

## *Anonymous*

I work with Silverado Hospice. Many patients and families are not informed about their rights to make end-of-life decisions. I want to help families and assist them during this time.

## *Andre*

Silverado is a company that strives to make the world a better place and demonstrates that commitment every day through the actions of its leadership and associates.

## *Vida*

Silverado walks the talk; it is an organization that believes in integrity; where resident care is a priority and staff is treated like family.

## *Julie*

I love getting to know our volunteers. They give their time and talents and are so compassionate about what they do.

## *Matt*

We give and get LIFE.

## *Jenn*

I have a passion for meeting people where they are and helping them be the best they can be.

## *Kathleen*

I know that I can make a difference in





I am  
Inspired by...

the residents' and families' lives.

## Wendi

I am inspired by each and every staff member at Silverado Escondido. I have learned so much by working with every department. We have an Administrator who always has her door open for us and never turns us away no matter how busy she is. A smile that could light up a room. A woman who cares so much about us and our residents that every day she is out in the community guiding us. Our nurses who take the time to make sure our residents' needs are met and that the quality of their life is the best it can be. Culinary that knows our residents' diets and makes restaurant quality food daily! Plus, they take care of us. Plant ops that makes sure our community runs like a well-oiled machine, whether its 9am or 2am they are working. The business office and marketing team for all the long hours you put in making sure we get paid, residents get moved in, phones are answered, doors guarded, charts updated - all of this while smiling and greeting every individual that comes in and out. The caregivers and engagement department that work so closely together making sure that our residents have active engagements every single day. Helping our residents feel like they have accomplished something, and giving them hope for tomorrow. Our housekeeping and laundry teams for making sure our residents clothes are taken care of and closets stocked. Our community smells and looks amazing. The really do a great job keeping the place clean.

## Jenn

I am inspired and motivated by making a positive difference in people's lives.

## Jim

The dedication, expertise, commitment and motivation our Silverado associates pour into our residents, patients, and clients. The families in our Silverado stories are often floored by the 'miracle' of their loved one's transformed life. I realize the best miracles happen through people moving into action and that is exactly what our Silverado Associates do day in and day out.

## Carole

I am a person who needs to have a challenge. I am motivated and excited by being able to use my creativity and see new things happening that produce smiles on the faces of our residents. Having a leader who is a visionary, Loren Shook, motivates me. Having an innovator, Steve Winner, to learn from motivates me. I have been truly blessed.

## Matt

Loren Shook, CEO. I will never forget the first time I heard him talk at San Juan's old corporate office. He said if we do it smart, the business side will be fine, but make no mistake, we are going to CHANGE the world.

## *Dawn*

The unbelievable amount of time and work that our associates put in to touch the lives of our residents, patients, clients and their families. And they do it because they “get to come to work” not because they have to come to work. Our associates wake up wanting to help others, it makes you feel pretty special to be able to work with such a warm and loving group of people.

## *Becky*

Our Administrator’s ability to laugh and bring joy into the mundane. She leads...she doesn’t just sit in an office and dictate her wants and desires. She is willing to participate and assist in any way she can.

## *Rex*

The big picture. No matter how hectic a work day can get, I think of what we are doing to change the understanding of memory impairment, improving the industry standard and that keeps me focused.

## *Dorit*

Our ability to significantly change the lives of both our residents and our families.

## *Melissa*

The genuine care, love and support our associates show our residents and families day in and day out.

## *Mindy*

- My colleagues and leadership team who provide me with guidance and goals
- The people who provide hands-on service to our clients and residents
- The energy and direction that the company is taking
- The education the company provides to the public by demystifying death through hospice education
- The nurses who work long hours to ensure our residents are cared for by dedicated health care professionals
- The communities who provide a safe harbor for aging adults
- The fact that the company wants to always provide a home and meals to our residents using the guide of what we would want for our parents
- Setting the same standards of what we would want for ourselves in what we provide in our services for others

## *Pam*

Our residents — their profound wisdom, humor and fortitude. I am fortunate to have had outstanding teachers and mentors in my life, and our residents are the greatest of those teachers. Each day, they remind me of innumerable life lessons. They teach me about the beauty of presence — of truly being engaged with someone and giving them the gift of our presence. They show me how to rise above challenges and to focus on what is truly important and, consequently, what is not. They remind me to appreciate beauty in the simple moments — whether it is savoring a hot cup of coffee, noticing a beautiful sunset or enjoying a favorite piece of music. They spur me to be silly, to live in the moment and to make the most of every moment and avail myself of every opportunity. Our residents have enriched my life greatly and inspired me to become a better, more passionately engaged in life, person.

## *Monica*

How we change lives every day.

## *Vic*

God first, and by everyone I work with at Silverado and all the Churches we are helping.

## *Letty*

My staff. Everyone around me has a beautiful heart.





## *Kathleen*

Seeing the joy and happiness I can bring to the residents every day.

## *Frederic*

The leadership. Becoming or being a leader at Silverado is a privilege and a joy. Opportunities for goodness are around every corner you take.

## *Samuel*

The energy and beauty of our interpersonal connectedness that is intrinsic in those micro-moments of happiness. It is this same energy that you can see people harnessing in the arts or even athletics. You can see it in the drama of individuals becoming better for themselves, then working together with a renewed sense of purpose, and inevitably achieving new levels of expression. Success and generosity become examples of this expression from the heart.

## *Vida*

I value Silverado's culture of operationalizing "Love." Love in action.

## *Gayle*

I am inspired and motivated by offering calm presence and encouragement to others.



## Julie

The diversity of our volunteers and how they give so much to our patients even though they might have full-time jobs, hectic school schedules and busy lives of their own.

## Christina

My creator, the Lord Jesus Christ, is my love and my motivation. If I am pleasing to my God, if I am helping one of His Sheep, then it is a good day. It is when I am self-focused and not God-focused that I find I am not having a good day. However when I am others-focused and God-focused, then my day has purpose-meaning-more fluid.

## Heather

The changes we make in our residents' lives on a daily basis. Seeing those moments of joy, reflection on favorite memories and the smiles on our residents' faces make all that I do more meaningful.

## Vida

The changes in residents as they come in and after they've been here at Sierra Vista. They really are success stories, living, breathing, perfect examples that the Silverado vision works!

## Mollie

Our motto, love is greater than fear. This plays such a huge role in the workplace and in our personal lives. This alone changed my way of thinking, forever.

## Chae

The Silverado stories. The strength of our residents and their loved ones. The strength, commitment, compassion, love and dedication of the Silverado leadership and associates.



## Rex

People are the most valued resource within this organization. In addition to the life lessons learned, there is also a lot of room for professional growth and development, if you choose to work hard and go the extra distance in any role you take on. I started out as an Executive Assistant, transitioned to Software Specialist in IT, and have since been promoted to Applications Manager.

## Wendi

There is no place like Silverado. I truly value the non-clinical approach we take. The simple things like doing the ladies' hair and makeup and making sure they are dressed in their best clothes all the time. The smell of fresh baked cookies that fills the air and the residents sitting around eating them while sipping cappuccino. The animals all around the community that bring smiles to the staff and residents faces each and every day. The laughter of the children and residents as they toss a ball around fills my heart with joy. Silverado is a home, and I value that and cherish it!

## Holly

Silverado's culture provides its employees the wonderful opportunity as individuals to come together to help improve the lives of those who have been or are being affected by dementia, who may no longer be able to help themselves and/or their loved one(s).

## Eric

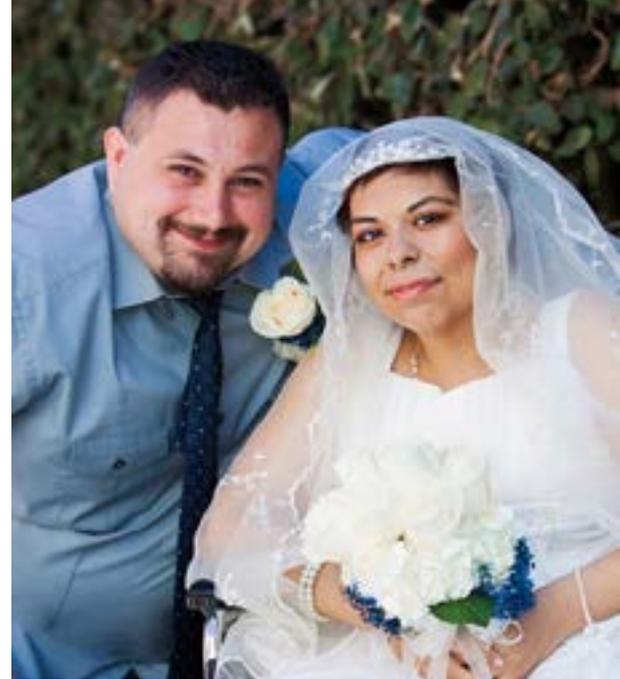
I value the dignity and respect that Silverado shows every resident, patient, client and associate through the mindset that love is greater than fear, which has poured out into my life outside of work.

## Claudia

Silverado has opened my heart in a way I never thought was possible. You can't help but build relationships with these residents, you get attached and love them unconditionally, you get to inherit a whole new family.

## Chad

Silverado's culture is helping others. Whenever I see an issue, I think of ways to improve or help the situation as much as I can. When I was first hired for Silverado, I was only supposed to answer the phones and emails for IT. Because of the amount of work my team is involved in, I saw an opportunity to help my team so I asked to be trained on the different types of issues our Silverado employees have, and what I can do to help them.



## *Mollie*

Silverado's culture not only gives life to the memory impaired, but to the associates as well. It allows you to feel what a family should feel like. It encourages practice in your own life, such as, life is short, seek it, love is strong, feel it and smiles are beautiful, give them.

## *Anonymous*

I love the stories. It is the stories that bring our work to life. I love the kindness and respect that everyone shows each other. Receiving kindness and respect fosters more of the same. I love working for a company that really values its mission and treats its employees as a team.

## *Dorit*

Our integrity as a company is what I value about our culture.

## *Carla*

I value helping our residents to have a life which includes enjoyment, fun and laughter every day.

## *Christie*

I value Silverado's culture of changing the lives of our associates, residents, clients, patients and families. When you are immersed in the LOVE>Fear culture every day at work, you cannot help but practice it in your own personal life. The number of lives we touch continues to grow each day and the opportunities are endless. To think that our company and the associates that work here have the ability to make the World a better place is amazing and certainly something to be proud of.

## *Chae*

Silverado's culture is everything I look for in a company and the people who make up the company, starting at the top. One of the first things I noticed when I started working here was that the leaders of Silverado set the tone. They "talk the talk", and they truly "walk the walk". This culture makes me want to do more, better, all the time. It makes me want to strive to be a better person. This culture keeps me in check, and I'm thankful for the life lessons that I learn that I can apply to my personal life and to my professional life.

## *Gayle*

What I value about Silverado's culture is the enacted mission of believing that the best is possible.

## *Becky*

The desire for associates to enjoy their work is backed up with actions by the home office and local leadership. For example, children and pets are welcome.

## *Carole*

Love is greater than Fear is a huge value. I am always touched by the accessibility of our CEO and our executive team members who freely express their love for us and show appreciation through words and recognition. I have felt valued for the entire 15 years I have worked for Silverado and actually feel even more valued today than when I began my employment. I feel safe working in our environment as our culture allows us to have a voice and to have support whenever we need it.

## *Christina*

Silverado shares my philosophy...giving meaning and life to people who in other surroundings might not be considered worthy. Here they are worthy.



## Allison

What I value about Silverado's culture is authenticity. At Silverado, we say the truth — and we do what we say we are going to do. The management team holds strong to Silverado values and encourages associates to do the same. This creates a culture of honesty and integrity unlike any other workplace I've seen.

## Dawn

I value everything about our culture; our love, our laughter, our going above and beyond and rarely recognizing the word “no” when it comes to creating special moments for our residents, patients, clients, their families and our associates.

## Shana

I am proud to be a part of Silverado since I know I make difference by helping our residents, families and other co-workers. It is not just about earning money but something that I like to do while earning money. Here we learn to treat each resident with dignity and respect. When I do simple things to help our residents by just taking a few minutes to listen to them, or comforting them by telling their loved will be coming soon and when they smile and tell me “Thank you for your help”, it melts away my heart and I feel happy that I made a difference in our resident's life in some way. I have also built relationships with family members and when I help a family member who is in stress, listen to their problems or even do simple things that reassure our family members that we're not only here to work but to make a difference in all of their lives. Silverado is a company that treats their associates with respect and helps their associates. Silverado's Love>fear philosophy actually works and teaches us to live life in a better way!

## Frederic

What I value about Silverado's culture is the passion and love that people display. Whether you are at the home office, a community, a home or a board and care, the same passion is found from the caregivers to the administrators.

## Jenn

What I value is the LOVE! I feel it in our residents, our families, our associates and the community. I am so honored to be working for a company whose philosophy is inspired by love.

## *Le*

No job is just a job. We dare to care. We strive for excellence, recognizing that people deserve to learn and grow, and realizing that sometimes how we learn and how we grow is through our mistakes. Associates are valued by honest communication and feedback, then challenged and encouraged to stretch beyond what they believe their limits to be -- cultivating self-awareness and introspection that impacts their lives both professionally and personally, and ultimately the lives of others, in a positive way.

## *Samuel*

What I value about Silverado's culture is the innovation to connect with the deepest and most important part about our self as a human being and expressing it in meaningful work. Or in other words, the innovation to connect one's work with the individual's sense of purpose and meaning.

## *Julie*

I value Silverado's Love > Fear philosophy. I have been able to incorporate this into my everyday life and in working with my volunteers.

## *Monica*

I value the concept of LOVE > fear.

## *Kathleen*

I value the ability to have children be part of the environment. I see everyday the difference it makes in both the kids' and residents' lives.

## *Brandi*

An adult with memory impairment is still treated like an educated, valued, important person/individual. We treat our residents with dignity and allow choice/independence, all while understanding there is dignity in risk.

## *Matt*

I value the emphasis on family, not just the residents', but also the employees' family.



# Team Purpose

## *Diana*

I value the intention of living each day with love, innovation and family engagement. I get opportunity to live it out each day by making my choices. I see Steve's wife and she smiles at the gentleness I give with my presence and that I care what her life is like -- what Steve's life is like and what each of his family members' lives are like. My heart has no boundaries to hold the joy that flows when I give my best. There is freedom to offer many healing prayers that outweigh the frustrations and challenges faced by each of us. I value each fellow team member who is smiling, hurrying to help another resident, willing to help and seeking answers to make life better for Silverado's family members. Hidden and revealed, all of us are a part of making Silverado a real home filled with life. I know that those loving moments can never be taken away nor are they wasted. I am inspired by the people filling the rooms and my heart in Silverado. I see glimpses of the sacrifices they are making. There are many that will go unseen by all but God. I am inspired by co-workers in their giving and trust they place while making effort to be blessings in the lives of Silverado's residents daily. I feel inspired by the attempts made by Shirl to use her walker when she would rather, in weaker moments, "chuck" the walker and do without it. My gentle reminders given to her in various ways to see the walker as needed and necessary are lost in her moments of confusion when she wants to go home to her mother. I am inspired by the all the lives, with their individual stories that brought each one through Silverado's open doors to let go of familiar places and now make Silverado their home.

## *Mindy*

It was by accident that I have come full circle. Through a dear friend I was introduced to Silverado. It did not take long, about 1 hour, for me to realize that I was home. When I went to college I joined the Big Brother program. I loved it and immediately changed my major from teaching to social work. Four years later I had my social work degree and set off to find a job. Luckily for me I was able to serve handicapped adults by working in rehabilitation workshop programs. Later I joined United Cerebral Palsy and worked with inspiring people who overcame physical handicaps and approached life with a smile. Silverado brings me back to the ability to make a difference. Although I am support staff I feel I play a valuable part by assisting those who make Silverado a success. I am part of the "trickledown effect." Even though I don't work hands-on with our clients and residents, I assist those that do. Silverado allows me to feel connected and gives me opportunities to make a difference. Lucky me.

## *Vida*

Co-workers are like-minded individuals who want what's best for the residents, and everyone genuinely respects and likes each other.

# Chelly

First of all; I love - not like - working at Silverado for many reasons. The first reason is that it is an extraordinary organization. This gives me an extremely strong sense of pride in my job. When I wear my name badge and walk into other organizations, skilled nursing facilities, doctor's offices, hospitals, etc., I feel very proud. I have had people walk up to me and say, "Oh, wow, you work at Silverado? That company is amazing." What we do at Silverado is different than any other assisted living with memory care. We touch lives every day. Our residents have memory impairments, but we allow them to live their lives to the fullest. We give them a wonderful quality of life. We not only feed, clothe and care for them, we love each and every one of them. I have had the opportunity to get to know many of our residents and their families over the past year and a half. I feel privileged to have been able to do this. I have met some of the most amazing people and been able to hear and see how we changed and transformed their loved ones' lives. This is remarkable and I feel honored to be part of it. In my job, I have the opportunity to give of myself and serve. I am able to educate professionals on what we do at Silverado. Because of this, I feel that I have the best job at Silverado. Every day, I am able to talk about our culture and brag about what we do. I am able to share how a resident moved into our community and was in a wheelchair and is now not only walking, but dancing! Silverado has also

allowed my children to experience what we do as well. Over this past summer, our community had a Kid's Club program. It was a wonderful program that allowed us to bring our children to work during the summer when they were out of school. My four children had the opportunity to get to know our residents. They went to the beach with them, they cooked, they painted, they played games, they sang and danced, and they baked pizzas, it was an experience unlike any other. It gave them a chance to see what I do at my job and it also gave them a chance to experience being around adults with Alzheimer's disease. I feel that this gave them an understanding of memory impairments. Since their involvement in the Kid's Club, my children have had a bake sale to raise money for Alzheimer's and also participated in the Walk to End Alzheimer's. They ask me on a daily basis how is Betty doing? Is Dr. Call still painting a lot? What did the residents bake today? I am thankful to God every day for allowing me the opportunity to work at Silverado. I know that it has been his will for me to work at this sensational company. "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters." Colossians 3:23

## Carlos

Silverado has such a natural feel to it, the relationships that grow out of Silverado are so special.

## Jon

Everyone from the executive team down believes in our mission that LOVE > fear and practices it each day.



## *Diane*

My receptionist position allows me to interact with associates from all areas of our company. I am able to add a smile and kindness with my communication and to support those who deliver kindness and purpose to other associates and to our residents and clients. I also am happy to work in an environment that is friendly and physically comfortable and attractive.

## *Anonymous*

Love > fear. People > profits. I think these values make Silverado special.

## *Karon*

My favorite memory is when Ms. Joella walked up to me and told me faithfully that she smelt like a horse. This is why I love this job, if that's not pure, I don't know what is. My job can be challenging at times, but when I feel weak, I remember my favorite scripture, Philipians 4:13, "I can do all things through Christ who strengthens me." Before you know it my day is better.



## *Anonymous*

When someone on the team goes above and beyond, we call them “WOW stars” and our e-mails catch fire and the feeling of appreciation swells bringing a sense of comradeship!

## *Gayle*

I am empowered by my company to share my deepest gifts in hospice care and to move through the lives of others at a “sacred” time in their lives.

## *Chae*

We all work toward a common goal. Through love, we help people change their lives for the better.

## *Becky*

All of the staff have compassion and want to provide for others including clients, co-workers, volunteers and their own families. Leadership values laughter and competency!

## *Rex*

I am making a positive impact on people. I am helping others. I really like working at Silverado because it has taught me a lot about life. The philosophies we learn in this organization are also applicable to everyday living. I am mindful of my actions with people and know to assume good intent, understanding that LOVE > fear.

## *Maria*

I love to come to work because work makes me happy. I strive to find time to help the residents of Silverado in addition to my housekeeping duties. I am so tired after I get off of work that I need a nap. I love being around this community because it makes me want to go home and share the love with my family.

## *Crystal*

One of my most memorable times at Silverado was when I was helping Ms. Elaine sit down. I was in a chair and Ms. Elaine got turned around and ended up sitting in my lap. We both laughed so hard. I love it that even though some things are the same every day at Silverado, you just never know what is going to happen or what people are going to say or do. It makes work so interesting!

## *Dawn*

Silverado is a magical place. People come together to create an enriching and rewarding life for others, and in the process gain enrichment in their own lives.

## *Dell*

I love what I do; it's so rewarding. Silverado is such an unusual company. They let you go over and beyond the normal, and this is where I truly belong.

## *Jenna*

The day I drove by Silverado I went home and looked at job postings. A month later I was called in for an interview. I went through 3 interviews and each time learned more and more about the Silverado philosophy. I never wanted something so bad in my life!! My administrator and I joke because I called or emailed her every day for a month until I was offered the position. I didn't have a lot of working experience and was fresh out of grad school, but my passion is the reason I was hired. I love that every day I get to come to work and help families and residents bond with each other and still make memories regardless of their dementia diagnosis...this was something that my family could not do with my Papa (who had Alzheimer's).

## *Krystal*

I like working at Silverado because I am able to bring my daughter with me to work. Not only does it save on daycare costs, but my daughter is learning amazing values that she couldn't possibly get anywhere else. The compassion and love for people since she has been coming with me is incredible, and I can't thank Silverado enough for helping me form her character into someone that I can be proud of.

## *Mollie*

I get the opportunity to start new friendships every day with our residents, which not a lot of people can say they get to do that on a daily basis.

## *Carole*

I was feeling sad over the loss of my personal pet and thinking about going through the holidays without her. I looked up to see Boots watching me and realized how lucky I was to work where we have office pets. Boots seemed to be saying "I'm here for you" and he instantly brought a smile to my face.



## *Samuel*

Silverado shares the vision of Love expressed in the world and allows me to cultivate ways to express this lifeblood in the thoughts and actions of my day.

## *Tristyn*

I had just begun working for the company a day prior; today there was a holiday party, on display for all to see was a slide show of all the amazingly fun and inspiring events that had occurred throughout the year. Just looking at the faces of fellow associates I knew that not only would I enjoy my position, I would have a family in those I work with. I could see the warmth and generosity in the photos I viewed, associates with their pets, residents, and the community. It's only my sixth day working at Silverado and this was my "moment" of clarity, and assurance that I'd chosen the correct career path.



## *Diana*

I grow in love and the experience of that love makes me stronger to face the harder moments filled with human frailties to see beyond and know the quality of what I give does matter. I learn creative ways to love and let go.

## *Chad*

It's a great environment to be in, and a great place to learn new things. I'm currently going to school full-time, and many people have been supportive and excited for me to graduate. Because of the different kinds of business courses I have taken, a lot of people have also taken time out of their busy day to teach me something that they do for Silverado. It's been great because I get a better understanding of the topic, and how the internal functions work at the home office.

## *Barla*

I love the challenge of providing Silverado quality care to our residents and the satisfaction that comes from being able to do a job we can be proud of. I love being part of a great team of professionals who support each other.

## *Melissa*

Everyday is a new day to give love to our residents and to see them smile.





## *Dorcas*

Silverado is my second home. When you come to work, even if you are having a bad day, just being around these residents you can feel the love and the sweet vibes, and it immediately makes my day. My favorite thing to do is make a kissing face and lip noises when walking by Nancy. Nancy instantaneously does the same thing back. It brings the biggest smile to my face!

## *Kathleen*

The residents and families bring happiness to me when I know I am making a difference in their lives.

## *Jenn*

Silverado takes a genuine interest in all those who walk through their doors and for me not only as an associate, but as a person.

## *Matt*

I can bring my kids to work or to a community and they can get something out of the experience.

## *Letty*

The office is friendly. I am always welcomed to a positive environment and our patients see this as well.

## Frederic

I like working at Silverado because we make a difference and you can experience it firsthand.

## Carole

Life as an Administrator has been extremely rewarding and I love it because I am able to interact with residents, families and associates. This gives me a variety of experiences in problem solving and also provides me with rewards that come in different forms. Residents love you with no filter. Families love you through gratitude and associates love you through respect.





# Our Teams

## *Team Escondido*

**(Corporate Benefits Department, Home Office)**

Our purpose is to ensure that our residents feel like they make a difference. We want them to wake up every morning looking for our warm smiles to brighten up their day and make them feel like they are loved and cared for. Our team focuses on trust, morale and teamwork! Together we know that each and every day that we are here at Silverado Escondido we are changing lives and making a difference one smile at a time, one laugh at a time and even one tear at time.

We are here to make sure that each and every one of us continues to inspire one another and teach one another how we can be the greatest team members possible. By doing this we can give our residents and families some of the best weeks, months or years of their lives.

Our guiding principles are dignity, respect, trust, unity, equality, compassion, love and a sense of pride in knowing we have touched so many people's lives. We are 100% focused on the best care possible. We communicate to all of our service lines so together as a team we can make sure that everyone's needs are met. The belief that we really are a family is one of our greatest strengths!

Our purpose is to build associate awareness of Silverado benefits so that associates and their families can make informed enrollment decisions; to encourage engagement in wellness activity through an effective communication strategy; and to provide the support necessary so associates can focus on providing superior service to our residents, patients, clients and their families.

## *Team Valley Ranch*

Be Good, Be Better, Be Best-Never let it rest 'til the Good is Gooder and the Better is Best!

## *Team Calabasas*

We will support each other with knowledge of our combined strengths to achieve the greater good for our entire community.

## *Team Encinitas*

As a team, we at Silverado Encinitas are committed to being the solution each and every time through our supreme customer service, loyalty, tenure, expertise and willingness to go above and beyond. With Team Encinitas there are no limitations or boundaries when it comes to serving those in need.

## *Executive Assistant Team*

Our team's purpose is to exceed expectations of Silverado executives, associates, residents, clients and families by pro-actively anticipating needs and creatively addressing obstacles in alignment with our common goal of improving the quality of memory care.

Key Team Principles...

- Professionalism
- Grace
- Efficiency
- Support & teamwork
- Ambassadors of Silverado
- Good examples trickle up & trickle down

## *Home Office Payroll Team*

### **Compassion, Dedication, and Commitments**

Our team's purpose is to provide exceptional customer service along with ensuring accuracy and empathy. Our purpose is to be available for those we provide service to, on an emotional and professional level. Our team may not be directly in touch with the clients, however Silverado has taught our team to bring the same dedication and passion to our employees, who work so hard to achieve Silverado's goals. We work with the same mindset, enhancing lives of those we serve. Our team strives to be the best, and with the leaders of Silverado supporting us, we have no problem with being successful. Each one of us is grateful for working for a company that values and uplifts the human spirit.

## Recruiting Department

We strive to find the most caring and capable individuals to manage and promote our offices and communities. We look for people that are not only competent, but equally if not more importantly, fit the Silverado culture, are compassionate, empathetic, helpful and positive. Our team helps to ensure that the quality of care for our clients, residents and patients is top notch and their lives are enriched because of our company. We do this by understanding the culture, helping each other, being collaborative and communicative. Also, we genuinely care about each other both professionally and personally.



# Culture Book

