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*A Continuing Care
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Introducing Our New Brand

 Everyone who lives and works at University Retirement Community (URC) knows what a truly unique place it is. Over the course of this past year, our administration, along with our residents, decided to identify exactly what it is that makes URC such a wonderful place to live.

The purpose of this endeavor was to better understand what our “brand” is, so that we could more clearly communicate that brand to the public. To that end, we hired a consulting firm that specializes in working with Continuing Care Retirement Communities. They held in-depth interviews with residents and staff to learn their feelings about living and working here. They then identified our community’s unique attributes and presented them in a new brand platform that we feel perfectly embodies the URC lifestyle.

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Here's what they found makes URC so unique:

- There is a very strong shared sense of community at URC. Residents and staff alike are incredibly supportive, friendly, and helpful.
- URC is, above all, a resident-driven community that thrives on participation and engagement.
- Moving to URC is a smart decision for the future because our full continuum of care supports residents as their needs change over time.
- It's easy for URC residents to stay connected to what's important on campus, locally in town, regionally within the Bay Area, and globally in the world beyond. Our community's great location in Davis facilitates this ease of staying connected to the world.
- Our community offers the best of small-town living along with the educational and cultural opportunities found at nearby UC Davis, a world-class university.
- URC is an environment that promotes wellness and supports residents in living longer, healthier lives. Our new Wellness Center is state-of-the-art in everything and our many programs and activities help residents stay fit in mind, body, and spirit.

Putting all of this together, we developed our brand promise: when you live at University Retirement Community, you'll be part of a strong, vibrant community where staying engaged and maintaining diverse connections is easy. And, we want *you* to be part of it!

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– Residents Bob and Sandi Robinson

Residents Committed to Health

Bob and Sandi Robinson, who have lived at URC for four years, are wonderful examples of people who are committed to healthy aging. They eat a healthful diet, enjoy activities on campus, and exercise six days a week. Sandi says, “We had both been regular exercisers before we moved in, and once we moved here, we decided that staying healthy and exercising were our first priorities. Everything else would fall into place around that.”

They explored the many classes and programs offered at URC and decided that they wanted to focus on aqua-aerobics and Yogalates classes. “I have osteoporosis and arthritis,” says Sandi. “I felt those two classes would work best for me.”

And work they have, indeed! Bob says, “Sandi has seen marked improvement in the flexibility of her knees since we’ve moved here and been taking the two classes.”

“Absolutely,” says Sandi. “I don’t have to take any pain medication for my knees anymore, and I can walk stairs again when I have to—that’s a pretty strong

recommendation for the benefits of the classes!”

“The classes have been wonderful for me too,” says Bob. “I feel younger and more flexible than before. For us, staying active is all about achieving a good quality of life as we age.”

The Robinsons take Yogalates classes three times a week, and aqua-aerobics classes twice a week. In addition, the two of them go to the warm-water Therapy Pool on Sunday, and do the aqua-aerobics routine themselves. “The Fitness & Aquatics Center is such a beautiful facility,” says Bob. “We put on some nice



The Robinsons enjoy the aqua-aerobics and Yogalates classes offered on campus.



I feel like William Randolph Hearst in my own private pool!”

Sandi says, “The warm water feels great, and the freedom of movement that the water provides makes it so much fun. Sometimes I feel like a kid again—jumping, skipping in the water. It’s wonderful.”

“And we enjoy the Spa afterwards,” says Bob. “That’s our reward after class.”

As for the Yogalates classes they take, Sandi says, “They are quite challenging, but they’re fun because you are continually improving in small increments. Marna Ghilieri, the instructor, is also a registered Occupational Therapist. She has tailored the class to people our age and she really understands what we’re

aiming for in terms of getting stronger and staying limber.”

As Marna explains, “Yogalates combines elements of yoga and Pilates, using postures and movements from both disciplines. It was created in 1997 by Jonathan Urla, a certified Pilates instructor and yoga practitioner. Then, about ten years ago, an Australian woman named Louise Solomon published a book and a DVD that helped popularize the technique. Today, Yogalates is practiced all over the world.”

“Pilates focuses on strengthening the body’s core, which is great for improving balance,” says Marna. “Yoga’s focus is on strength, flexibility, and mind/body awareness. Because Yogalates blends all of that together, residents get the benefits of both practices in



– Resident John Celesia and other resident Bocce players

Resident Involvement — a URC Trademark

One of the trademarks of the URC lifestyle is the participation and engagement of the residents who live here. Our residents are a lively group of people from diverse backgrounds and with wide-ranging interests, and they enjoy being active and involved in every aspect of campus life. They enjoy serving on Resident Committees, they immerse themselves in campus activities, and they become members of the many clubs and interest groups on campus.

At URC, it is the residents themselves that form the fabric of community life. Take URC resident John Celesia, for example. John moved to URC for many reasons, one of which was that it offered so many activities. After moving here and settling in, he joined the Walking Group, the Billiards Group, the Play Reading Group, and the Day Trip Committee, which he now chairs. He says, “We go all over the place! We go to Sacramento, to San Francisco to visit museums, to cultural venues in Oakland. We go someplace every Thursday, and it’s always a great time.”

John also became very interested in the Bocce Courts that the City of Davis had just built. As he explains it, “I thought, hey! We can play that too. So I went to a sporting goods store and bought a set of Bocce balls. I got some other residents interested in playing and we eventually formed teams. We played twice a month and everyone enjoyed it so much. Then, one of the women on the team suggested that we approach URC Administration to see if we could get a Bocce Court built on campus. They agreed, and so now, just about one year later, we have our own Bocce Court here on campus.”

Starting a new group, activity, or committee at URC is nothing out of the ordinary. In fact, it happens all the time. It’s very common for residents to take the lead, and most of the activities, programs, and classes here have been created because of resident interest. As John says, “There are more than 40 activity groups here, and if there’s one you want that isn’t here, you can start it!” ♦



At URC, residents enjoy many different types of lifelong learning.

Always Something to Learn

URC residents love to keep their minds engaged, and one of the ways they do that is by continuing to learn. They attend classes and presentations both on campus and off, exploring new topics of interest, learning more about the world and current affairs, and acquiring new knowledge and skills.

As Maria Kruiuzenga, Director of Community Relations, explains, “Our residents are people who truly love to learn. They are interested in what’s going on in the world, in our country, and in the Davis community. They like learning how to do new things. They enjoy learning how to stay fit and healthy. They enjoy learning about each other. They are a very open-minded, inquisitive group of people who are very engaged in life.”

At URC, we understand that lifelong learning is not confined to a particular age or stage of life. It’s something that takes place throughout life, and it’s a source of great personal enrichment. That’s why we offer a variety of on-campus seminars and informational presentations throughout the year.

This past year, URC hosted a 10-part educational series presented by Steven Campbell, a renowned speaker and author of the book *Making Your Mind Magnificent: Flourishing at Any Age*. Residents were fascinated by Mr. Campbell’s workshops, which taught them how to retrain their brains by changing their self-talk and improving their self-perception.

Another way residents pursue lifelong learning is by taking classes or attending seminars at nearby UC Davis, a world-class university. Some residents enjoy learning how to do something new such as photography or writing short stories. Others are looking to gain information about a particular subject like history or philosophy. As Maria says, “Between all of the learning opportunities at UC Davis, and all of the seminars we offer here on campus, residents have the opportunity to learn about anything they’re interested in.” ♦



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As part of identifying our brand more clearly, we also developed a brand-new logo, which you can clearly see on the front of this newsletter. It is made up of bold lettering and a stylized 'U' that is designed to symbolize both individuality and connectivity, as represented by the strands of rope comprising the 'U' (separate strands of the rope represent the individuality of each resident, and yet the strands come together as a whole, representing the connectedness of our community).

To spread the word about our newly defined community identity, we've created a brand-new website (which you can visit at www.retirement.org/davis) and a brand-new brochure package that more fully explains how these attributes are exemplified on campus at URC. Why not call us today and request one? The number to call is 1-888-227-1470.

We are very proud of the community of friends that we've created here at University Retirement Community, and we'd love for you to "Be Part of It!" ♦

Welcome Our New Executive Director

University Retirement Community is very pleased to introduce its new Executive Director Matt Neal. Matt comes to URC from Eskaton Senior Living, where he spent 15 years, most recently as Director of Operations. He brings a wealth of experience and a fresh perspective to his new position as URC's Executive Director.

The search for a new Executive Director began when Mike Morris, who had served as URC's Executive Director, was promoted to Chief Operating Officer of Pacific Retirement Services, Inc., URC's parent corporation.

PRS Executive Staff, URC Board Members, URC Department Directors, and an ad hoc subcommittee of URC residents all participated in the selection process, and a great deal of time and consideration was put into the final decision.

Mike says, "I'm very excited about my new position as Chief Operating Officer at PRS; however, I'll miss working with, and serving, the residents of URC. It was a very rewarding experience."

Of Matt, Mike says, "We are very happy to welcome Matt to the PRS family. His professional experience will be a valuable asset for our corporation, and we're confident he'll do a great job serving URC residents." ♦



An Invitation

Everyone at University Retirement Community invites you to visit our friendly campus and experience the wonderful lifestyle here. As our guest, you'll be given a personal guided tour, meet some of our friendly residents and staff, and learn more about how University Retirement Community can enhance your life. ♦

Management You Can Trust

University Retirement Community is an affiliate of Pacific Retirement Services, Inc. (PRS), a not-for-profit organization headquartered in Medford, Oregon. PRS is a nationally recognized leader in the senior-living industry and brings more than 50 years of experience in providing high-quality services at very affordable prices. We specialize in operating Continuing Care Retirement Communities (CCRCs) throughout the western United States, and we provide housing for thousands of seniors. You can learn more about our organizations by visiting our website at www.retirement.org. ♦



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