



The Meadows of NAPA VALLEY

SUMMER 2011

Be Our Guest! COME ENJOY A COMPLIMENTARY GET-ACQUAINTED GETAWAY.

All of us at the Meadows of Napa Valley invite you to enjoy a complimentary get-acquainted getaway with us. That's right! We're offering you the opportunity to enjoy everything that the Meadows has to offer—no strings attached.

As our guest, you'll stay overnight in one of our beautifully appointed Guest Suites. You'll enjoy fine dining prepared by our Executive Chef while you get to know

some of our friendly residents. You'll have full use of our Fitness Center, Heated Outdoor Pool, Bocce Ball Court, Meadows Club Room, and more. This is a great way for you to experience the vibrant Meadows lifestyle for yourself.

Reservations are required for this special offer. Call 1-707-307-5215 to reserve your complimentary get-acquainted getaway at the Meadows of Napa Valley!

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BE OUR GUEST!



*A Not-for-Profit
Multi-Level Retirement Community*



Move in Now – AND YOUR FIRST MONTH'S RENT IS FREE!

The Meadows of Napa Valley, the area's most comprehensive retirement community, is offering a Summer Special that will save you money. All you have to do is move into a spacious Independent Living apartment home at the Meadows now, and your first month's rent is free.

That's right! Move in now, and you will pay absolutely no Monthly Rental Fee for your first month.

That means you can start enjoying the vibrant Meadows lifestyle this summer, and the rent for your first month is our gift to you.

If you haven't visited the Meadows lately, you owe it to yourself to call and schedule a tour. We've renovated and updated our campus with activities and amenities that actively engaged people like you are looking for: a brand-new Fitness Center with equipment specially designed for seniors, a state-of-the-art Bocce Ball Court, a new Hair Salon, Indoor and Outdoor Dining Venues, and a gorgeous Outdoor Pool where you can swim laps or take aqua-aerobics.

Don't you owe it to yourself to explore this special limited-time offer?

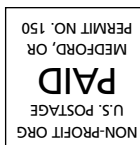
Call us today at 1-707-307-5215 to learn more about our First-Month's-Rent-is-Free Summer Special.

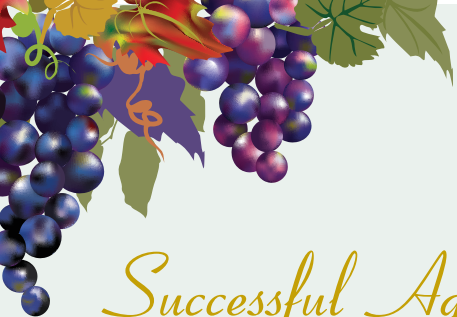
1800 Atrium Parkway, Napa, California 94559
(707) 307-5215
www.retirement.org
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Managed by Retirement Services, LLC, an affiliate of Pacific Retirement Services
Medicare Certified



Move in now and your first month's rent is free! See inside for details!

1800 Atrium Parkway
Napa, California 94559
THE MEADOWS
OF NAPA VALLEY





Successful Aging

A NEW WAY OF THINKING FOR A NEW WAY OF LIVING!



What wonderful times we live in! Each day, the news brings us reports proving that people today are living longer, better, more happily, and more vibrantly than ever before. Advances in medicine, coupled with new attitudes about aging and holistic wellness, are changing the way people today experience growing older.

As the 10-year study conducted by the John D. and Catherine T. MacArthur Foundation found, only 30% of the physical effects of aging can be attributed to genetics. The other 70% is influenced by a combination of lifestyle decisions that people make

throughout their lives. These lifestyle decisions include eating a healthy diet, getting enough physical exercise, and keeping one's mind active and engaged. Researchers have also discovered how closely these factors work together in preventing disease, improving attitude and psychological state, and helping people "age successfully."

At the Meadows of Napa Valley, we promote, support, and celebrate successful aging. That's why we offer all the tools you need to make decisions that will enable you to age well and live life to the fullest.



"There's such a difference at the Meadows, where it's not-for-profit. They seem to put a lot more money into maintenance."

The Benefits OF BEING NOT-FOR-PROFIT.

The Meadows' Marketing Director Chelli Warnock says, "When potential residents first visit the Meadows, many of them are not aware that the Meadows is a not-for-profit organization. It's a very important distinction, and one that I always try to educate people about because it's beneficial to residents and to the community as a whole."

The distinction Chelli mentions is that for-profit enterprises not only must generate enough revenue to successfully operate on a daily basis, but they must also generate profit, which then gets turned over to another company or to shareholders.

The situation at the Meadows is quite different. Because the Meadows is a not-for-profit organization, they are mandated to take all profits and reinvest them in the community itself. This is a very different model than the for-profit model, where profits are taken out and divided among shareholders.

As Chelli says, "At the Meadows of Napa Valley, our residents are, in a sense, our shareholders. We are responsible only to them. We're very happy and very lucky that we operate in this resident-centered manner."

Meadows resident Peggy Buckley has lived at the Meadows since February 2010. Prior to moving to the Meadows, she had lived in a for-profit community. She decided she didn't care for that method of operation, so she did her homework and learned about the Meadows. Shortly thereafter, she moved

to the Meadows. This is how she describes the experience:

"There's such a difference at the Meadows. When I retired, I first moved to a facility that was for-profit. And, obviously, that's a very legitimate goal, but the atmosphere there was very different because they had to make a profit. Whereas, at the Meadows—where it's a not-for-profit—they seem to put a lot more money into the maintenance of the facility. They are always changing and updating things around campus: the landscaping, the buildings, touching up the paint. I really appreciate that part because in my own home I was always doing something to the inside. So here, I look around and see that everything is always kept up. It's terrific!"

Of course, there was much more that attracted Peggy to the Meadows. She also appreciated the four levels of health care on campus. She says, "I've always believed in looking ahead and planning. I like the idea of having care available if I ever need it. I know I can stay here on the same campus."

Another thing that Peggy liked about the Meadows was its physical setting and the wonderful people who live and work here. "When I first came to see the Meadows it was just so wide open and bright," she says. "And the people seemed so happy."

Chelli says, "Our residents understand and appreciate that the Meadows not-for-profit status allows us to put residents first, always. Everything we do here at the Meadows is for our residents. That's what makes living here so wonderful."



Here is a sampling of what you'll find at the Meadows:

- Healthful Dining Options
 - Our Executive Chef and his culinary team create delicious heart-healthy meals. There are several entrée options to choose from each day, so no matter what you're in the mood for you'll find something that will nourish your body and delight your palate.
- Fitness Center
 - Treadmills, stationary bicycles, and weight-training equipment specially designed for seniors
- Heated Outdoor Pool
 - Lap swimming, aqua-exercise
- Campus Activities
 - Bocce Ball, billiards, card and board games
- Social Activities
 - Discussion groups, reading groups, day trips to local attractions, morning coffee hour, afternoon happy hour