



JEANNETTE BOURNIVAL AND KEN KELLEY

The Rogue Valley Manor – through the eyes of new residents

Jeannette Bournival and Ken Kelley moved to the Manor in April 2010. Having come from the Mojave Desert area of California, Jeannette was particularly impressed with the lush mountain greenery of Oregon. She says that both of them found it very easy to get to know other residents and become comfortable. “We especially appreciate how friendly and helpful everyone was—right away.”

Ken agrees, saying, “When you first move in, you are encouraged to wear a nametag that says ‘New Resident’ on it. Well, that acts just like a magnet. People come over and talk to you, welcome you, ask where you’re from, and try to get to know you. One of the things we enjoy most is going to dinner. It’s like being on a cruise ship, where you meet people you haven’t met before. They tell you about themselves and their adventures and you tell them about yourselves. There are so many interesting people who live here.”

“And, there is so much to do here,” says Jeannette. “The Manor has done a wonderful job of providing all types of activities that are of interest. For example, one of the things I love is photography. The Manor offers tours on a regular basis, and so I go on those tours and take photographs for the resident newsletter *Hill Topics*. We’ve been to the Illinois Valley, northeastern Oregon’s Willowa Valley, and a trip to the nearby lakes. It’s been a great opportunity for me.”

Another thing Jeannette and Ken have become involved with on campus is dancing. “We’re both dancers,” says Jeannette, “so we attend the quarterly dinner dances. And I’m now teaching line dancing to beginning and advanced dancers here on campus. It’s great fun.”

Ken says he has gotten into bicycling since he and Jeannette have moved here: “I have a mountain bike all cranked up now and I’ve discovered the Bear Creek Greenway, which is an excellent place to ride because there’s no traffic. I’ve also established a regular exercise program here, and I feel better than I did before we moved in!”

Other activities they have become involved in include water volleyball, ping-pong, billiards, golf, and hiking with the Manor Hiking Group. Jeannette volunteers with flower arranging for the Health Center dining room. Ken laughs, saying, “You know, it’s something you have to work up to—all this activity. You retire and then you get busier than you’ve ever been!”

Ken and Jeannette also enjoy their walks to and from activities held at the Manor. Ken says, “It’s excellent exercise and there are many walking trails throughout campus.” Jeannette agrees, “The views are magnificent. It’s a joy to walk this beautiful campus.”



We Invite You to Visit!

All of us at the Rogue Valley Manor invite you to visit our scenic campus and experience our style of extraordinary retirement living. Through our Prospective Resident Visiting Program, you’ll enjoy everything the Manor has to offer.

From our location, 310 feet atop Barneburg Hill, you’ll enjoy spectacular views of southern Oregon’s forested mountains, the orchards and vineyards of the Rogue Valley, and the city lights of Medford.

Our staff members are happy to schedule a complete tour of our campus for you. You’ll explore our gracious Apartments and Cottages, elegant dining rooms, park-like campus, and beautiful Quail Point Golf Course. You’ll also see the two Fitness Centers, Library, Crafts Room, Art Studio, Swimming Pool, two Banks, the Health Care Center, Medical Clinic, and much, much more!

Our guest accommodations are available for up to three days and two nights, and for your first visit in 2012 your stay will be complimentary. This includes all meals and a round of golf at Quail Point Golf Course. Our Marketing Office is available to provide information and help you make arrangements for your visit. Give us a call at 1-800-848-7868 to discuss the best times for your visit.



1-800-848-7868

Phone: 541-857-7214 • Fax: 541-857-7050
www.retirement.org • e-mail: rvm@retirement.org



NON-PROFIT ORG
U.S. POSTAGE
PAID
MEDFORD, OR
PERMIT NO. 150



1200 Mira Mar Avenue
Medford, OR 97504

Pacific Retirement Services, Inc.

Other members of the PRS family...
Mirabella
Seattle, WA
877-447-5658
Mirabella
Portland, OR
877-254-9371
Holladay Park Plaza
Portland, OR
800-777-5517
Cascade Manor
Eugene, OR
800-248-2398

University Retirement Community
Davis, CA
888-238-2058
Trinity Terrace
Fort Worth, TX
800-841-0561

Capitol Lakes
Madison, WI
888-211-8801

Outlook

2011

YOUR GLIMPSE AT THE EXTRAORDINARY ROGUE VALLEY MANOR LIFESTYLE



An Affiliate of
Pacific Retirement Services, Inc.

A Continuing Care
Retirement Community



- 3 BENEFITS OF BEING A NOT-FOR-PROFIT
- 4 RENOVATIONS TEAM APPLICATION FEE NOW 100% REFUNDABLE
- 6 EXCELLENT RATINGS
- 7 HAPPY NEW RESIDENTS
- 8 VISIT US!

The Center of it All

One of the best things about living at the Rogue Valley Manor is not only do you have our expansive 668-acre campus to enjoy, you also have all of the beauty and bounty of the Rogue Valley itself to explore and enjoy. Medford, where the Manor is located, sits in the heart of the Rogue Valley—hence its nickname, “The Center of it All.” There’s such a wealth of cultural, recreational, and educational activities and events to enjoy that it’s hard for one article to cover everything. But try we will!

To start, people who love the arts are drawn to the Rogue Valley year after year because of the cultural offerings found here. Performance venues include the nationally acclaimed Oregon Shakespeare Festival, which offers both classical and contemporary plays eight months of the year, and the Craterian Ginger Rogers Theatre, which hosts acts from around the

(continued on page 2)



globe all year long. Smaller performance groups include the Oregon Cabaret Theatre and the Camelot Theatre.

Music lovers have the Britt Music Festival, Rogue Valley Symphony, Chamber Music Group, and Medford Jazz Jubilee to enjoy. Those who delight in the visual arts can treat themselves to showings at one of the many art galleries throughout the valley. There are also several shops that showcase the wares of local tradespeople—everything from award-winning artisan chocolates and cheese to fine woodwork and art glass.

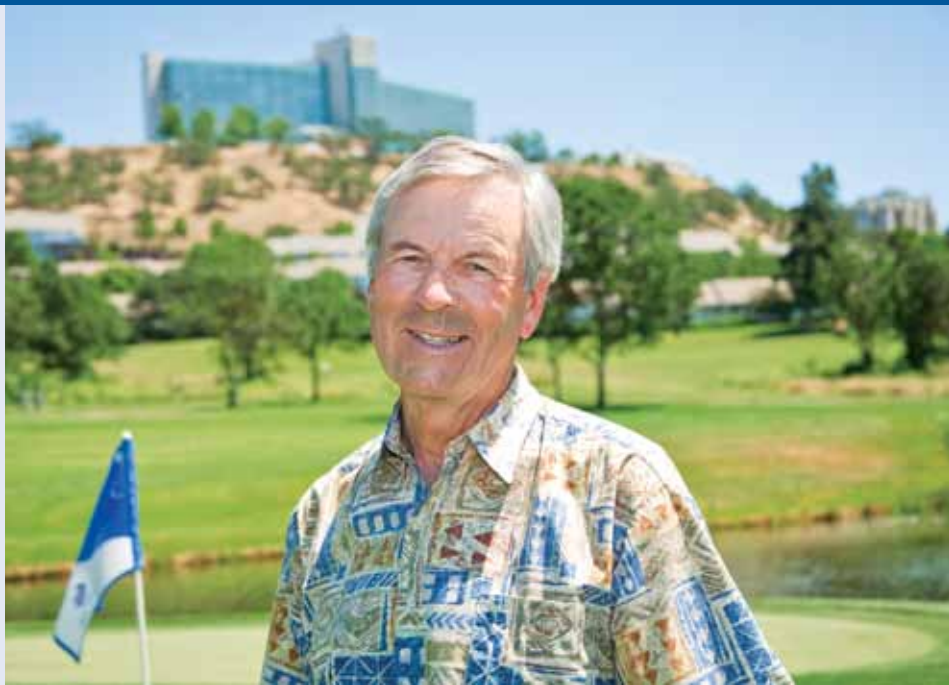
The Rogue Valley is also home to an abundance of microbreweries, vineyards, and wineries. In fact, the valley’s Mediterranean climate has spurred a growth industry in winemaking, something that has people across the country referring to our region as “the new Napa.” World-class wines produced here include Chardonnay, Riesling, Pinot Gris, Cabernet Sauvignon, Merlot, Claret, Pinot Noir, Semillon, and Cabernet Franc. If you’ve never visited the Rogue Valley, it’s worth a trip just to sample our fine wines!

Of course, while you’re here, you may also want to play a round or two of golf. Our valley boasts several notable courses, including Centennial Golf Club, which has been voted Number 1 in Southern Oregon and Number 6 in the nation by readers of *Golf World* magazine. You’ll also find golf on the Manor campus itself, which is home to Quail Point Golf Course (one of the best 9-hole experiences in the Rogue Valley) and our championship 18-hole Quail Point Putting Course.

When it comes to outdoor recreation, the Rogue Valley is unmatched in its offerings. Hiking, cycling, driving along scenic byways. Boating, white-water rafting, kayaking. Fishing for trout, bass, salmon, and steelhead. The legendary Rogue River, pristine mountain lakes. A bit further afield are Crater Lake National Park, the one-of-a-kind Oregon coast, and the tallest redwoods on earth. The list goes on and on.

Nearby historic Jacksonville and Ashland invite you to explore. Both of these charming small towns offer a wealth of shopping and dining opportunities. Ashland is also home to Southern Oregon University’s Osher Lifelong Learning Institute, which offers intellectually stimulating classes and social functions for older adults.

Now that you’ve read a bit about all of the wonderful things you’ll find here in the Rogue Valley, isn’t it time you scheduled a trip to experience it for yourself? Call our Marketing Team at 1-800-848-7868. They’ll be happy to help you plan your visit.



EARL NORGDARD

The Benefits of Being Not-for-Profit

“When potential residents first visit the Manor, many of them are not aware that we are a not-for-profit organization,” says Kevin McLoughlin, the Rogue Valley Manor’s Executive Director. “It’s a very important distinction, and one that we always try to educate people about because it’s beneficial to residents and to the community as a whole.”

The distinction Kevin 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 Manor is quite different. Because the Manor is a not-for-profit organization, all funds exceeding expense are reinvested back into the community itself. This is a very different model than the for-profit model, where funds go to investors or a for-profit owner who is expecting a return on their investment.

As Kevin explains, “At the Manor, residents are, in a sense, *our* shareholders. We are responsible to residents and to the Manor Board of Directors, and our mission is to

serve residents. That’s what makes living here so wonderful.”

Earl Norgard, who is President of the Residents Council here at the Manor, agrees with Kevin. He says, “In for-profit organizations, their first goal is to make a profit. Then, second, it’s to take care of residents—which is backwards. For them, making a profit trumps caring for residents.”

“Another thing that happens with for-profits is that they often defer maintenance and don’t reinvest back into the community the same way not-for-profit organizations do,” says Earl. “Here at the Manor, there’s a constant reinvestment in the community. And the Manor has only one goal, and that’s to help residents stay healthy and well; they put the residents first.”



HAL HANCOCK

Meet the Renovations Team — and a very happy resident who worked with them

Many of you reading this article may not yet know the Manor’s Renovations Team, but once you’ve selected your new apartment or cottage here on campus, and are preparing to move in, you’ll become big fans of everyone in the department. That’s because the Renovations Team is here to help you make your new home at the Manor exactly the way you want it before you move in.

Renovations Supervisor Dennis Quinn says, “We have a great team here, and all of us take great pride in our work. We love working with residents, helping them choose from among the various options available, and helping them design a home that they’ll be comfortable in for years to come.”

The team is made up of Renovations Supervisor Dennis Quinn, Renovations Coordinator Reva Flatebo, Renovations Engineer Dave Footdale, Renovations Assistant Georgina Pina, and an Interior Designer who contracts with the Manor. In addition, the team works with a group of highly qualified local contractors and tradespeople that have been working with the Manor for years.

The process of customizing your home starts as soon as you’ve selected your new apartment or cottage. Then, the Marketing Team puts you in touch with the folks in Renovations, and the fun begins!

The first step is scheduling a consultation, where the Renovations Team will meet with you to discuss your preferences, make recommendations, and discuss a time line for completion. You can meet with them in their Showroom, which has samples of the various countertop materials, fixtures, floor coverings, paint colors, and more. (If you live out of town, the Renovations Team will ship samples to you as needed).

You can also schedule a time to meet with an Interior Designer. Every new resident who moves to the Manor receives at least two hours of complimentary consultation that includes design assistance, color recommendations, furniture placement services, and help with downsizing.

Dennis says, “We understand that moving to a new home can be overwhelming, especially when there are so many options for new residents to choose from. We work very closely with them to make the process smooth and stress free, seeing each project through from start to finish.”

Manor resident Hal Hancock, who moved here from Big Sur, California, worked with the Renovations Team to create the sleek, contemporary space he now very happily calls home. He describes the experience as “...wonderful; everything was done according to my specifications. I couldn’t be happier.”

He says, “Once I selected my apartment I first worked with an Interior Designer who helped me choose a color palette. I had a folder full of photos I had clipped from magazines, so I had an idea of what I wanted. Once that was done, I worked with Reva—we met here at the apartment and went room to room, going over every detail. We discussed what I wanted, and she gave me several very good ideas such as incorporating pocket doors and other ways to make good use of the space. Then we went to the Showroom and I chose my cabinetry style and color, carpeting, wood flooring for the entryway, quartz countertops, and appliances. It was interesting and inspiring because she helped me take the ideas I had in my head and translate them into reality.”

Hal says that before he left that day, Reva completed a Renovation Work Order, which breaks down each and every item to be done, along with costs for any upgrades. They reviewed it together and Hal was given his copy before he headed back to Big Sur to wait for escrow on his house to close.

He says, “It took a month longer than I originally expected, and I had to be down in California until it closed, so I didn’t have the opportunity to stop by my new apartment here at the Manor to see how things were going. So the first time I saw my apartment was a couple of days after I got moved to Oregon. I walked in the door here and I was blown away. The transformation from what it was into what it is today was remarkable. I was so impressed with the craftsmanship and the attention paid to every detail. I know this may sound trite, but I really mean it: the renovation exceeded my expectations. I’m a very happy camper and feel lucky to be here.”

Application Fee Now 100% Refundable

The application process to live at Rogue Valley Manor is the same as always, except now the \$1,000 Application Fee is completely refundable! There is absolutely nothing to lose by securing your future and getting your name on the Waiting List. The earlier you apply, the higher you’ll be on the list—and the more choices you’ll have in beautiful homes, cottages, and apartments. If you’re not ready to move when we call, just ask to remain on the list. It’s never too soon to begin planning for your future!



Excellent Ratings Reaffirm Our Commitment

The Rogue Valley Manor’s recent rating review by both Standard and Poor’s and Fitch went well—both organizations reaffirmed their ratings of the Manor.

Especially impressive is the A rating that Fitch has bestowed upon the Manor. This rating puts Rogue Valley Manor in the highest tier of organizations in the country. In addition, Standard and Poor’s kept the Manor’s very respectable rating at a BBB+. To have these ratings reaffirmed in a challenging market—and on the heels of a major expansion such as the Manor Terrace—reinforces the Rogue Valley Manor’s reputation as the premier retirement community on the West Coast.

Both rating organizations reviewed the Manor’s management, operations activity, ratios, debt structure, improvements, services provided, and financial operations.

Executive Director Kevin McLoughlin says, “Because the rating agencies review all aspects of our program, being rated so highly is important to residents and prospective residents. The rating agencies’ independent review is especially important because it reaffirms the Manor’s focus on providing a great continuing care program. At the same time, it reaffirms the Manor’s focus on a financially sustainable program that ensures we can reinvest in our campus and meet the needs of those we serve. Our Board of Directors is absolutely committed to this.”

These financial ratings are a testament to the Rogue Valley Manor’s devoted Board of Directors, involved residents, dedicated staff, and commitment to financial excellence. For more information on this subject, please call the Marketing Office at 1-800-848-7868.