



## **Angie Frantz, Expressions MC and Celebrations AL Product Manager**

**Welcome! I have been part pf the Prestige Senior Living Family for 12 ½ years and what an adventure and joy it continues to be! I began my career with Prestige as a PCA, continued to learn and moved into roles of Med Tech, Life Enrichment Director, Expressions Director, Executive Director (WA Administrator of the Year), and now as the Expressions and Celebrations Product Manager.**

**My heart has a passion for all things related to Life Enrichment and I enjoy sharing the wonderful stories of our residents, and how our Expressions and Celebrations Product and Programming bring life to them and their families.**

**Some of My Life Story: I hail from Indiana but have live in Washington for the last 23 years. I have 2 children and 3 grandchildren. I love baking, quilting and enjoy coffee every morning. My favorite color is red, favorite food is tacos, favorite ice cream is Espresso Chip, and my favorite music is Classic Rock (I especially love Metallica!)**

Prestige Care and Prestige Senior Living is a family-owned business with more than 75 skilled nursing, post-acute, independent living, assisted living, and memory care communities located throughout eight Western States. Our award-winning care is guided by our Core Values of Commitment, Integrity, Respect and Trust.



Prestige Care  
Prestige Senior Living



We are "Not Your Grandma's Nursing Home"™  
All Male Review and Tattoo Parlor



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# NYGNH™ Amusement Parks and Slip and Slide!



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# NYGNH™ Senior Prom 2023!



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Prestige Senior Living, L.L.C.

# Stacey Flint

UNAPOLOGETIC JOY SEEKER

DIRECTOR OF STRATEGIC MARKETING

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My first word of advice is this, say YES. In fact, say YES as often as you can. Saying YES begins things. Saying YES is how things grow. Saying YES leads to new experiences and new experiences will lead to knowledge and wisdom. YES is for ALL people, and an attitude of YES is how you will be able to go forward in these uncertain times.

~Michael Hogan



# WINDSONG

## *Memory Care*

Montessori Inspired Lifestyle®  
Memory Care Communities

Our communities provide comfort, care and safety using the unique Montessori Method for individuals with Alzheimer's disease and other dementias.



Oregon  
Washington  
Colorado







Challenge:  
Reingagement



# Strategies

**Begin with you!**

**Be a Collector of Dreams!**

**Resources for Inspiration**

# Strategy #1

## Begin With You!

\*To inspire others, you must  
allow yourself to become inspired first!\*

Your mindset:

- Begin your Joy Journey
- Lean into "What if...."
- Play the exaggeration game with yourself

Resources:

- Wonder Seeker by Andrea Scher
- 14000 Things to be Happy About by Barbara Ann Kipfer

Joy Collection:

- Things I have experienced and want to do again.
- Common experiences across generations & cultures. Eliminates the delineation.
- What do I want to learn? What can our residents, staff & families teach me?



# Strategy #2

## Be a Collector of Dreams

THIS IS YOUR ENGAGEMENT MARKETING PLAN!

Roll Out:

- Organize & batch.
- LEARN your audience.
- Create your content at that intersection.

What are the vibes?

- Start conversations.
- Very human conversations. Not meetings.
- This is an invitation to to get excited.

BE THE HYPE-MAN!

- The real work begins here.
- Goal: buy in, contribution = ownership, they will become inspirational to others.
- The Joy Spreadin' Pyramid scheme. It's infectious!

# Strategy #3

## Resources for Inspiration

How would they be spending their time if they were not here?

Do your Research:

- How are folks spending their free time?
- Event Calendars: Facebook, local newspaper, Linked Senior
- UNRELATED INDUSTRIES!! Doesn't have to be in your local area. BRANCH OUT!

Find the Intersections:

- Cross-reference with your common experiences list, conversations you have had with residents, staff, & families.

Make it your own:

- Put your flare on it. Someone has a specific talent? Create the path for them to show what they know.
- Be unexpected. Always have eye-candy & start every engagement with music.





Ideas.....

Creative? Innovative?  
How about UNEXPECTED?



**Michele Tarsitano-Amato, MA, ATR-BC, CDP, AAP-BC**  
**Director of Creative Arts Therapy/Dementia Specialist,**  
**Kendal at Oberlin**



Michele is the Director of Creative Arts Therapy and Dementia Specialist for Kendal at Oberlin. She is a founding staff member. Michele's life work has been engaging individuals who have cognitive challenges. Creating opportunities for individuals to feel competent, valued, loved and creative.

Michele is an art therapist registered and board certified. She is a Certified Dementia Partitioner and is an Advanced Activity Professional – Board Certified. Michele believes in the power of fostering relationships that encourage younger generations to consider working in the field of aging. She is happiest when engaged in the act of creation.

*Together Transforming the Experience of Aging.*



## The heart and soul of Kendal

*...we work with a constant awareness of human needs that often become particularly important for those older persons who experience varying degrees of loss of independence:*

- *the need for freedom—including freedom of movement— independence, autonomy, and choice;*
- *the need for self-determination...*
- *the need to feel a sense of community and to feel connected with people of all ages;*
- *the need to have opportunities for learning, culture, fun, reflection, and self-expression;*
- *the need to be a valued and involved member of society.*



### Fast Facts:

Non-profit

Opened 1993

300+ residents

"Life Plan Community"

CARF Accredited

