

GOOD TIMES AHEAD

Sunday, Mother's Day, began National Nursing Home Week, which continues through Saturday, May 20. These days are always circled on the calendars of Life Care facilities all across the country, for they are important to our residents, their families, our associates and the communities at large.

Legends in Our Own Time is this year's theme for the week. Indeed, our centers are filled with legends – some we know about and others that we ought to be seeking to pull from the minds and hearts of those responsible for creating them, the people we serve.

Legends can be stories of personal heroism, of bravery and great deeds. But legends are also made of humbler feats: acts of kindness and compassion, the ability to empathize with others and inspire them to overcome the obstacles that hold them back. National Nursing Home Week is an opportunity to recognize those whose personal accomplishments and character are the stuff of legends, as well as the staff and volunteers of our centers who help them continue to do so today.

That's why National Nursing Home Week is so important to us. In the process, it also allows us to ...

- Remind the public of the important men and women whose contributions in every aspect of our society make life better for us all.
- Show off our buildings and grounds – the environment that has become home to our residents. Life Care truly has exceptional centers, setting the standard for the long-term care industry. This week, because of the many events and activities that have been scheduled, citizens who don't ordinarily come to a nursing facility can be enlightened about the modern long-term care center, enabling them to put aside perceptions and misconceptions based in yesteryear.
- Spotlight our associates, our most important resource, and present them as the professional, compassionate, dedicated men and women they are.
- Just have fun – a good time with our residents, a good time with our associates, a good time with our families and other visitors. Believe me, our centers are ready to do just that this week.

And so, I would say – especially to our corporate associates – celebrate the week by visiting one of our centers. You'll have a great time, and be blessed by the occasion.

--Beecher Hunter