

THE NEST

2025



Phoenix Senior Living®

WHEN IT COMES TO YOU
AND YOUR LOVED ONES,
EVERYTHING MATTERS.

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INFOGRAPHIC**



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GREETINGS FROM OUR CEO

I am often asked “what’s the secret sauce to PSL?” This question makes me chuckle, as one might expect my answer to contain some strategic insight into the service model or an innovative building style we offer; but that’s not it. The secret sauce is in plain sight every day, from the moment you enter our communities and offices.

The secret to our success is, and always has been, our team members and focusing on providing our team with the resources, the encouragement, and the platform to grow and learn in this amazing industry. As a leader, I have always made this my top priority. I believe that investing in our team members has paid dividends in what we can offer seniors and their families by leveraging the unique strengths and gifts in each associate to ensure the best quality care.

Phoenix Senior Living was founded with a mission to empower servant leaders in the senior living industry. The company was created to provide a supportive platform where these dedicated individuals could grow, thrive, and enhance their lives while delivering exceptional care to seniors.

To encompass the magic that happens within our walls would require volumes. I’m both proud and in awe of the wealth of knowledge and experience our buildings hold. I’m continually humbled by the exceptional team we’ve curated here at PSL. This magazine gives people a quick peek behind the curtain on how impactful our team members are in the residents’ lives, and it’s a sincere honor of mine to sit back and watch the magic happen each and every day.



JESSE MARINKO
CEO AND FOUNDER

LEADERSHIP TEAM



JESSE MARINKO
CEO / FOUNDER



SETH PESEK
PRESIDENT



SUMMER BLIZZARD
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CRAIG STREIPE
VP OF FINANCIAL
PLANNING & ANALYSIS



CAREN KIAGE
VP OF SYSTEMS
INTEGRATIONS

FOOD & DRINK

-EST. 2022-

BEAU
+
Belle

-SOUTHERN CUISINE-

FEATURE BY:
JOHN BAILLIE
DIRECTOR OF DINING



The Beau + Belle dining program at Phoenix Senior Living represents a major shift in senior living dining, embracing resident-centered, restaurant-style dining experiences that prioritize freshness, flexibility, and community engagement. Recognizing the changing landscape and the tech-savvy nature of today's residents, Phoenix Senior Living set out to create a dining program that meets the evolving tastes and expectations of its residents.

Beau + Belle was initially launched as a food truck concept to test the appeal of the brand and its offerings. This mobile dining experience combined the talents of Chef John Baillie, with his expertise in Northern-style cuisine, and Chef Ryan Baskin, known for his Southern culinary approach. Together, they crafted a unique menu that merged both culinary perspectives, offering an eclectic array of fresh, made-from-scratch meals. The food truck became popular in Metro Atlanta, appearing at events, breweries, and private gatherings, where the Beau + Belle brand quickly gained recognition.

With its concept well-received, Phoenix Senior Living extended Beau + Belle to its residents. Unlike traditional senior living dining with fixed meal times, Beau + Belle's all-day dining model allows residents to dine on their own schedule. Menus feature chef-curated

seasonal items, offering a range of appetizers, sandwiches, entrées, desserts, and daily specials that cater to resident preferences gathered through feedback.

Service goes beyond just the food: residents are served tableside by dedicated servers who ensure a comfortable dining pace and a personalized experience. Beau + Belle also fosters community connections by welcoming walk-in guests and offering delivery through services like DoorDash and Uber Eats.

Phoenix Senior Living has further expanded the Beau + Belle concept by opening full-service pubs within their communities, creating spaces where residents can enjoy social gatherings, watch sporting events, and relax with classic and signature cocktails, including the "Founder's Old Fashioned."

With five thriving locations across the Southeast and many more to come, Beau + Belle exemplifies Phoenix Senior Living's commitment to redefining senior living dining, blending quality, convenience, and community involvement. At this time, Beau + Belle locations are exclusive to our campuses with Independent Living and partner with eMenuChoice for a smooth POS system for diners.





Top Left and Center: Sample spreads from Beau + Belle at The Phoenix at Braselton

Food and Beverage Specialist, Ryan Baskin and John Baillie, Director of Dining, representing Beau + Belle, Phoenix Senior Living at the Georgia Senior Living Association Top Chef Competition, October 2024

FOUNDER'S OLD FASHIONED

Ingredients

- 2 teaspoons simple syrup
- 1 teaspoon of water
- 2 dashes of Chickory pecan bitters
- 2 dashed chocolate bitters
- 1 cup ice cubes for mixing
- 1.5 ounces bourbon
- 1 slice orange
- 1 bourbon-soaked cherry
- 1 Large Ice Ball/Cube
- Rocks Glass to serve

- Add orange slice, simple syrup and Bitter into a mixing glass
- Muddle until well combined
- Add Bourbon
- Add Ice
- Using a mixing spoon, stir the ingredients for 30 seconds (do not shake)
- Place a large ice cube in a whiskey glass
- Strain the drink over the cube
- Twist the orange peel over the drink to release the oil,
- Rim the glass with the peel and place it into the drink
- Add the Cherry and hang an orange slice off the glass



SERVING AT THE FOREFRONT OF SENIOR DINING

Sponsored by eMenuCHOICE Senior Dining and Point of Sale Software

You may have already read in the previous article about the innovative approach taken by Phoenix Senior Living (PSL) and its Beau + Belle restaurant under the guidance of Corporate Dining Director John Baillie.

Beau + Belle has embraced modern dining trends like ghost kitchens and cutting-edge technology, including integrating eMenuCHOICE Senior Dining and Point of Sale software.

eMenuCHOICE spoke with Baillie about the software's many benefits to both Beau + Belle and all other senior dining residents, staff, and operators. Here are the highlights, in Baillie's own words:

1. User-Friendly Interface:

The software's intuitive design helps both service and culinary staff. For instance, servers use iPads with food images to enhance the ordering experience, while chefs find menu updates straightforward. The software is easy to program in real-time and allows for easy and prompt ordering for our residents.

2. Enhanced Resident Experience:

Residents can use online ordering to schedule meals or arrange pickups, and family members can track orders or fund virtual gift cards. Nutritional transparency and allergen alerts ensure safety and satisfaction. Residents have also found this system to be user-friendly in that it allows them to review their dining invoices, make reservations online, and place online orders.

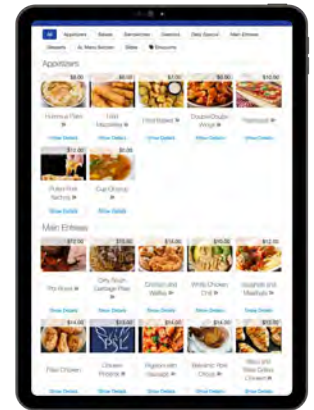
3. Operational Efficiency:

eMenuCHOICE eliminates paper tickets, enabling seamless wireless order transmission to the kitchen. Detailed reporting also aids in refining menus based on resident preferences, reducing waste, and controlling costs. The real-time reporting allows us to make decisions on well-received menu items and those that may need to be revisited. The software also integrates seamlessly with our current systems.

4. Future Expansion:

Following its success at Beau + Belle, PSL plans to implement eMenuCHOICE across all dining areas, ensuring consistent benefits for residents and staff. eMenuCHOICE will be a great addition to increasing resident satisfaction and reducing food costs.

The integration of eMenuCHOICE demonstrates how technology can revolutionize senior dining, ensuring a modern, efficient, and personalized experience for residents and their families.





ENGAGE

THE LEGACY PROJECT

PHOTOGRAPHY CAMPAIGN
EMPHASIZING INDIVIDUALITY
AND DIGNITY IN MEMORY
CARE COMMUNITIES

PHOENIX SENIOR LIVING PRESENTS: THE LEGACY PROJECT

A JOURNEY OF CONNECTION AND
REMEMBRANCE

In the fall of 2022, I had the privilege of serving as the Program and Outreach Director for The Pearl at Jamestown, an all-memory care residential setting dedicated to supporting 50 individuals with a range of physical and cognitive needs. This environment presented its own set of challenges, particularly for family members who were often grappling with caregiver fatigue and profound grief. Many family members, whether consciously aware of it or not, had seen their identities as daughters, sons, or spouses eroded by the demands of caregiving. This erosion created a strain not only on their individual well-being but also on their family dynamics.

As visits between residents and their families grew less frequent or increasingly strained, the emotional toll became evident. The staff, too, faced burnout while striving to provide individualized care for residents with diverse needs. Amid this challenging landscape, I found myself feeling somewhat insulated from the emotional weight that caregivers and families carried. How could this be? I was able to straddle the line between caregiver and person of attachment, yet not feel the grief that permeated the environment.

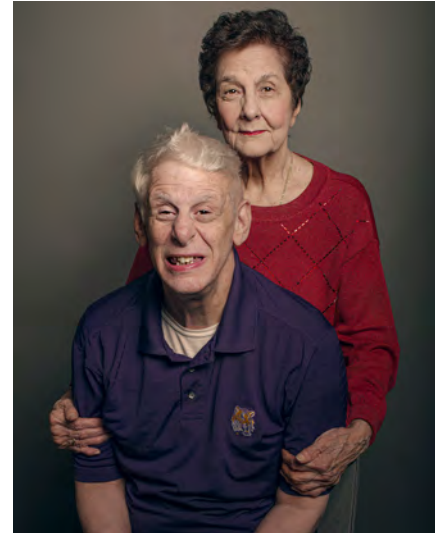
That's when an inspiring idea emerged in collaboration with a local photographer, Cole Lambert. We

envisioned a photoshoot that would capture the essence of our residents, showcasing them with props and clothing that reflected their careers or moments that were nostalgic and positive for family members to recall. Furthermore, it would give staff a deeper insight into the residents in their care.

To our surprise, the response during the photoshoot was profoundly moving. Residents, regardless of their level of memory loss, found moments of joy and resonance with the items that held significance for them. The energy in the room was palpable, creating a unique connection among participants and observers alike.

The resulting photographs were nothing short of extraordinary. They captured the true essence of each resident, free from the stigma of their diagnoses. The images highlighted the individuals behind the labels, allowing family members to see their loved ones in a warm, recollecting light. Moreover, staff began displaying more empathy than ever before, connecting with residents through the lens of unique identity rather than common challenges. The impact of this project quickly rippled through Phoenix Senior Living, ultimately leading to the birth of the Legacy Project.

To date, sixteen memory care neighborhoods within the



BART AND EVA, SON AND MOTHER
THE PEARL AT JAMESTOWN

organization have participated in this initiative, engaging over 250 residents from diverse backgrounds. The positive outcomes have been so significant that Phoenix Senior Living plans to expand the Legacy Project in 2025 to include all communities.

Through this initiative, we not only honor the legacies of our residents but also nurture the vital connections between them and their families, fostering joy and understanding in the face of life's challenges.

IN PARTNERSHIP WITH

Cole Michael
PHOTOGRAPHY



SPENCE, ATTORNEY AND AVID CHESS PLAYER
THE PHOENIX AT BRASELTON



DORIS, ARTIST
THE PEARL AT FIVE FORKS



HOWARD, KARAOKE KING
THE RETREAT AT CONYERS



JOHN, NAVY FIGHTER PILOT
THE RETREAT AT CONYERS



BEBÉ, BAKER EXTRAORDINAIRE
THE PHOENIX AT LAKE LANIER



NANCY, PAGEANT WINNER
THE PEARL AT FIVE FORKS



ROBERT, ARMY PILOT & COFFEE CONNOISSEUR
THE PEARL AT FIVE FORKS



MARTHA AND BETTY JO, SISTERS
THE RETREAT AT CONYERS



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NEW TO THE NEIGHBORHOOD

COMMUNITIES THAT JOINED PSL IN 2024

THE PHOENIX AT OPELIKA OPELIKA, AL

Nestled in Opelika, Alabama, the area around The Phoenix embodies the essence of Southern charm and hospitality, offering seniors and their families a delightful place to call home. With its close-knit neighborhoods and friendly locals, residents can expect a warm welcome. Opelika's cultural scene offers a blend of traditional Southern heritage and modern amenities, providing opportunities for seniors to explore local arts, cuisine and entertainment. Whether enjoying a stroll through historic downtown or attending community events, seniors can immerse themselves in the vibrant culture while enjoying the comforts of home.



THE RETREAT AT SANDY SPRINGS SANDY SPRINGS, GA

Located in Sandy Springs, Georgia, the area around The Retreat at Sandy Springs offers seniors and their families a blend of suburban tranquility and vibrant cultural experiences. Sandy Springs is renowned for its lush green spaces, including parks and nature reserves, providing ample opportunities for leisurely walks and outdoor activities. Seniors can look forward to exploring Downtown Sandy Springs, seeing the charming architecture and visiting historical sites.



THE RETREAT AT CASCADE ATLANTA, GA

Adjacent to Atlanta's Fairburn Mays neighborhood, the area around The Retreat at Cascade offers seniors and their families an engaging and inclusive atmosphere. Our community is just 20 minutes from Downtown Atlanta and conveniently located to several dining and shopping options.

Nearby attractions include the Georgia Aquarium, Centennial Olympic Park and a variety of museums. With easy access to healthcare facilities and a short drive to the heart of the city, seniors can live a comfortable lifestyle in this dynamic and culturally rich corner of the South.



THE POWER OF INTERGENERATIONAL CONNECTION:

HOW A HANDMADE CANOE CAME TO SYMBOLIZE A CORE VALUE OF PHOENIX SENIOR LIVING

In the fast-paced modern world, it's easy to lose sight of the simple joys that come from connection, purpose, and tradition. At Phoenix Senior Living, these values are woven into the very fabric of the organization, with one extraordinary story serving as the foundation for its philosophy. That story begins with a canoe.

When Ray Taylor, a master woodworker and craftsman, learned he would soon become a grandfather, he embarked on a heartfelt project: crafting a handmade canoe for his first grandson. This child, the firstborn of Phoenix Senior Living's CEO Jesse Marinko, was more than a blessing to the family; he inspired an enduring principle that would define the company.

Watching his father-in-law pour hours of care and dedication into the canoe, Jesse Marinko was struck by the transformative power of purpose. This act of love and intergenerational connection became a profound moment of clarity. It highlighted how bringing different generations together could create deep and meaningful bonds. When Jesse later founded Phoenix Senior Living, he made the canoe its symbol, a tribute to the values of craftsmanship, legacy, and unity.

Today, every Phoenix Senior Living community proudly displays a handmade canoe created by "Pop" himself. These canoes are more than decor; they are enduring reminders of the organization's core belief in fostering intergenerational relationships. This belief takes shape in various creative and engaging programs that connect residents with younger generations, forming lasting relationships and creating moments of shared joy.

Canoe Kids: A Bridge Between Generations

In the spirit of the canoe story, Phoenix Senior Living launched its signature intergenerational initiative, Canoe Kids. Each month, every Phoenix community organizes activities that bring together seniors and local children or young adults, tailored to the unique interests and needs of its residents. These activities, while varied, all uphold the core values of connection and purpose.



Two hallmark events of the Canoe Kids program have garnered widespread acclaim and enthusiasm: the Seniors vs. Seniors Cornhole Tournament and the Canoe Kids Summer Camp.

The Seniors vs. Seniors Cornhole Tournament is a playful showdown where high school seniors team up with Phoenix residents in a lighthearted competition. This event combines laughter, teamwork, and a touch of rivalry, creating an atmosphere where generations come together as equals.

Meanwhile, the Canoe Kids Summer Camp takes the intergenerational experience to a whole new level. This week-long event allows young participants to engage in various activities with Phoenix residents, ranging from art projects and storytelling sessions to gardening and cooking. The camp fosters mentorship, understanding, and mutual respect, leaving participants of all ages with treasured memories.

A Vision Rooted in Tradition

Phoenix Senior Living's commitment to intergenerational programming goes beyond mere activities; it's a mission to enrich lives. By providing opportunities for seniors to mentor, learn from, and connect with younger generations, these programs address the often-overlooked need for purpose and belonging in later life.

The canoe, as a symbol, reminds everyone—residents, staff, and visitors alike—that at the heart of Phoenix Senior Living is a deep respect for legacy and connection. Much like Ray Taylor's canoe, these values are carefully crafted, built to last, and designed to carry people forward together.

In a world that can sometimes feel divided by age, Phoenix Senior Living's programs are a beacon of unity. They prove that, with a little care and intentionality, the gap between generations can become a bridge. And just like the handmade canoe that started it all, these efforts are crafted with love and purpose, ready to stand the test of time.

"EVERY TIME I HEAR SOMEONE TALK ABOUT THE CANOES IT JUST TICKLES ME TO DEATH!" I THINK OF THE CANOE STORY AS MY LEGACY, WHICH EVERYONE HOPES TO HAVE. IT IS SUCH AN HONOR TO KNOW THAT MY NAME WILL LIVE ON IN JESSE'S (MY FAMILIES) COMPANY FOR MANY YEARS TO COME. IT IS ALSO SO IMPORTANT TO ME BECAUSE IT STARTED AS SUCH A SIMPLY GESTURE OF ME WANTING TO GIFT SOMETHING TO MY FIRST BORN GRANDSON, SOMETHING THAT HE CAN ALWAYS HAVE AND REMEMBER HIS POP BY. MY GIFT OF BEING ABLE TO WORK WITH MY HANDS IS SOMETHING I HAVE KIND OF TAKEN FOR GRANTED BUT THE PSL CANOE STORY REMINDS ME OF JUST HOW SPECIAL IT IS!"

RAY TAYLOR "POP"

OH, (GRAND)BABY!

Phoenix Senior Living Partners with The Grandbaby Project
to Pioneer Dementia Doll Therapy

Phoenix Senior Living is thrilled to announce its partnership with The Grandbaby Project, a nonprofit initiative advancing care for individuals with dementia. In July 2024, all Phoenix communities became certified in Dementia Doll Therapy (DDT), making Phoenix the first senior living provider to introduce this innovative therapy across Louisiana, Georgia, North Carolina, Kentucky, Alabama, Missouri, and Arkansas.



WHAT IS DEMENTIA DOLL THERAPY?

DDT is a nonpharmacological approach to managing dementia symptoms such as agitation and sundowning. Through interaction with specially designed dementia dolls, residents experience reduced anxiety, increased comfort, and a sense of purpose. Grounded in a person-centered philosophy, the therapy honors residents' autonomy by ensuring engagement is always optional, fostering dignity and emotional well-being.



WHY DID PHOENIX SENIOR LIVING CHOOSE THE GRANDBABY PROJECT?

Phoenix's mission of providing compassionate, empathy-driven care and with philanthropy as a core value, the decision to partner with The Grandbaby Project, the only certifying body for DDT in the U.S., was an easy one. "We are proud to lead the way in offering this transformative therapy, and it's even more special to be affiliated with a nonprofit organization focused on expanding awareness and research initiatives," says Victoria James, Director of Programming. "It aligns perfectly with our vision to enhance residents' lives through innovative, person-centered care."



WHAT DOES THE GRANDBABY PROJECT AT PSL LOOK LIKE?

To initiate a Dementia Doll Therapy (DDT) program, each Phoenix Senior Living Pearl (memory care) neighborhood hosts a sponsorship fundraiser that culminates to a Baby Shower event held for the residents and their families. Following the baby shower, communities schedule DDT session a minimum of three times per week in groups, along with as needed on an individual basis...



For more information on this initiative or to sponsor a dementia doll scan the QR code below or contact your local Phoenix Senior Living community.





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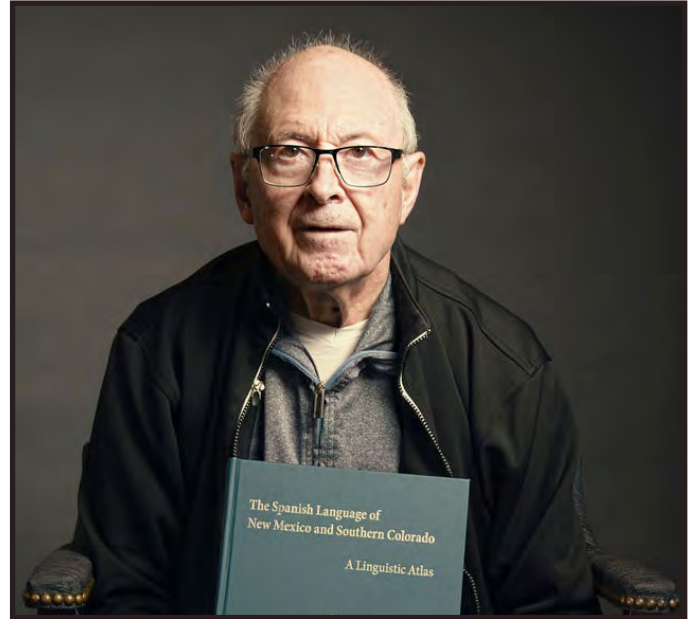
BEST OF THE NEST

Phoenix Senior Living is honored to be home to over 2,500 individuals across nine states, each bringing their unique experiences, expertise, and remarkable legacies that enrich our vibrant extended community. At PSL, we celebrate every individual we serve through meaningful engagement and personal connections. While it's impossible to highlight every person across our company, this year, we asked our communities to spotlight some of the extraordinary residents who make a lasting impact. Through a thoughtful process, all faculty and staff were invited to read and vote on the stories of those whose lives most inspired them. From the many submissions, 10 exceptional individuals have been selected as this year's 'Best of the Nest.' We are privileged to serve these outstanding residents and to be part of their journeys. Their stories remind us why we are so passionate about the work we do every day.

ROGER MORGAN

THE NEIGHBORHOOD AT SHEFFILD

Roger is a distinguished veteran with over 23 years of service across the Marine Corps, Army, and National Guard. A four-time veteran whose military career began during the Vietnam War, Roger has earned numerous accolades, including the prestigious Purple Heart. Following his military retirement, he continued to serve his community as a Police Officer and Shift Lieutenant for the Tennessee Valley Authority. An accomplished author, Roger has written two books detailing his remarkable military experiences. A proud father of two and grandfather to twins, he recently celebrated the first anniversary of his move to The Neighborhood at Sheffield, embracing a new chapter in his life.



DR. NEDDY VIGIL

THE PEARL AT
WATKINS CENTRE

Dr. Neddy Vigil, an 85-year-old retired Navy veteran and esteemed research professor, is celebrated for his transformative contributions to academia and his inspiring mentorship of countless scholars at the University of New Mexico. Renowned for his groundbreaking work on the evolution of the Spanish language in New Mexico and Southern Colorado, Dr. Vigil spearheaded the creation of the NMCOS database, which comprises 357 interviews conducted between 1991 and 1996.

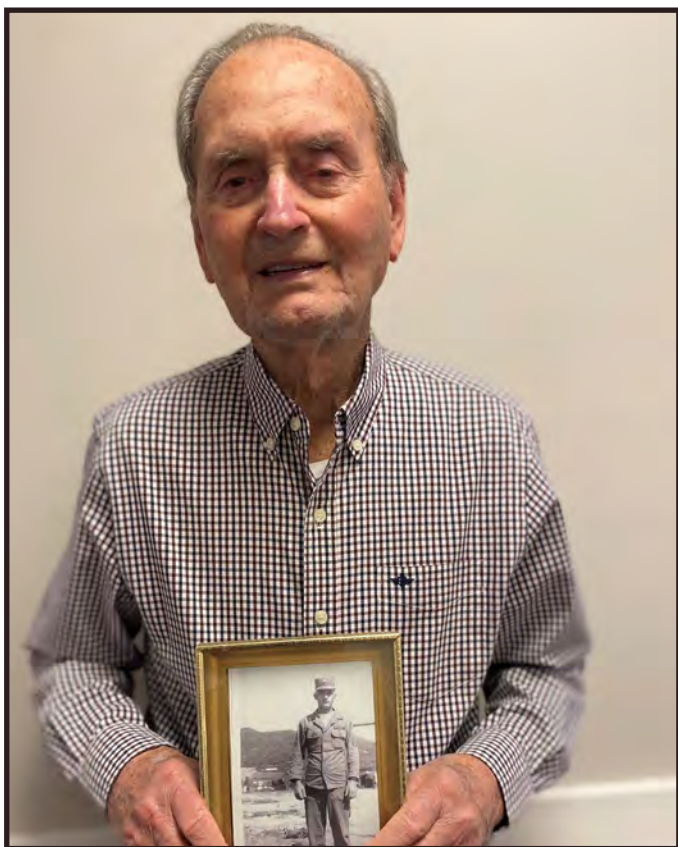
His research culminated in the publication of *The Spanish Language of New Mexico and Southern Colorado*, an atlas that has become a cornerstone for linguistic studies in the region. While authoring this seminal work, Dr. Vigil continued to guide students and colleagues, publish influential articles, and earn numerous accolades for his invaluable contributions to the university and the broader field of historical linguistics. His legacy endures as a testament to his dedication, scholarly brilliance, and passion for preserving cultural heritage.

GILMAN STORY

THE NEIGHBORHOOD AT CULLMAN

During the Korean War, Private Gilman Story was entrusted with the task of building a chapel, a mission that earned him a promotion to Corporal upon its completion. Alongside his Lieutenant, he was later assigned to oversee the construction of two schools and an orphanage in Korea through the United States Foreign Aid Program. This challenging and often perilous endeavor required navigating the unique rules and customs of Seoul. Upon the project's completion, the people of Seoul held a heartfelt ceremony to express their gratitude, presenting bouquets of flowers to Corporal Story and his Lieutenant and inscribing their names on a central beam of each building. As part of the sacred installation ceremony, a clean white sheet was used to place the beam without it being touched by hands, symbolizing its significance.

In recognition of his service, Seoul's mayor presented Mr. Story with three gold rings, and he was promoted to Sergeant before his discharge. After his military service, Mr. Story embarked on a 36-year career with U.S. Steel, raised two children, became a proud grandfather of four, and a great-grandfather to three. Today, he resides at the Neighborhood at Cullman, where he has spent the last four years sharing his remarkable stories and passing on his legacy, including his military medals, to his grandson and inspiring students and visitors alike.



INA DOWNEY

THE BUNGALOWS AT SPRINGFIELD EAST

At 102 years young, Ina Downey is on the brink of being recognized as the oldest woman living with Type II Diabetes! Despite this extraordinary title, Ina refuses to let it define her. When asked about her secret to longevity, she smiles and says, 'It takes good health, clean living, and faith in God.'

Ina is a vibrant and beloved figure in her community, known for her love of crafts, animals, family, friends, and her deep faith. She is the proud matriarch of a large family, including two children, Richard and Jan, five grandchildren, 14 great-grandchildren, and four great-great-grandchildren.

Her adventurous spirit has made headlines, most recently when she threw the opening pitch at a Springfield Cardinals baseball game, a team she holds dear. Her remarkable life and contributions have not gone unnoticed; December 19th has been officially declared 'Downey Day' in Missouri, a fitting tribute to a woman who continues to inspire those around her.



GEORGE KRIETEMEYER

THE PHOENIX AT
OPELIKA

Retired United States Coast Guard Captain George Krietemeyer is a true Renaissance man, with accomplishments spanning a lifetime of service, adventure, and leadership. At 87, he shows no signs of slowing down and is currently working on his second book, a comprehensive history of the Coast Guard in North Carolina.

George's remarkable career highlights include serving as an aircraft commander during pivotal moments such as the Bay of Pigs invasion, the Cuban Exodus, and the Cuban Missile Crisis. Later, he raced from Miami to Nassau aboard JFK's yacht, *The Manitou*, and at age 50, won the senior division of the United States Tennis Association's National Championship with his team.

Beyond his Coast Guard service, George's legacy includes conceptualizing and overseeing the development of the Coast Guard Aviation Technical Training Center in Elizabeth City, serving as Chief of Training and Education for the entire Coast Guard, and contributing as a board member and museum trustee. His lifelong love of learning and leadership extends to his roles as a professional aviator, racing yacht sailor, school founder, published author, and even a pickleball player.

With innumerable accolades, degrees, and achievements to his name, George Krietemeyer continues to inspire his community in Opelika. As he works on his next book and pursues new challenges, his story is a testament to the power of curiosity, resilience, and a lifelong commitment to excellence.

DR. MIRIAM BENSMAN

THE PEARL AT
JAMESTOWN

Dr. Miriam Roza Bensman, known affectionately as Minya, is a native of Poland whose early life was shaped by extraordinary resilience. As a child, she and her family were exiled to the Soviet Union at the start of World War II, where they lived under Stalin's regime until the war's end. After returning to Poland, the family immigrated to Israel, where Miriam completed high school. She went on to study at Tel Aviv University and later earned a Ph.D. in Sociology at the University of Wisconsin, Madison, after receiving a prestigious scholarship.

In Wisconsin, Miriam met her husband, and the couple eventually settled in Baton Rouge, where he joined the faculty at Louisiana State University, and she worked for the Louisiana Department of Health and Hospitals. Her experiences living under both Nazi and Soviet regimes profoundly influenced her, leading her to later write a poignant memoir.

In *A Glimpse of Paradise*, first published in 1996, Miriam shares her harrowing journey as a survivor of two brutal regimes. Now 88, she is fluent in five languages—Polish, Russian, Yiddish, Hebrew, and English—and remains passionate about music, particularly classical. Her favorite composer, Mozart, inspires her often, and she frequently sings the aria *Voi Che Sapete* with a staff member, offering a glimpse into the rich, enduring spirit that has shaped her remarkable life.





JUSTIN FREDERICH

THE PHOENIX AT
BRASELTON

Justin Frederich is an unsung hero of American space exploration, whose contributions were crucial to landing a man on the moon. A devoted husband and father of three, Justin spent ten years earning his engineering degree while working full-time to support his family. His life changed dramatically after a chance encounter with an engineering recruiter from McDonnell Aircraft, leading him to ace his entrance exams and navigate a lengthy security clearance process. This paved the way for him to join the Gemini Space Project, where he worked in Cape Canaveral on the Gemini Flight Simulator, charting a safe course into space—transforming what once seemed like an impossible dream into reality.

Justin's pivotal role in the space program didn't stop there. When a network simulation for the Gemini program was missing a programmer, he stepped in, despite having no formal training, and delivered flawless code that earned him a permanent spot as an official programmer. His work was integral to the success of Gemini 3 through Gemini 12, the manned flights that tested humanity's ability to travel in space. These pioneering missions set the stage for the Apollo program, which would ultimately land astronauts on the moon for the first time.

DR. WENDELL SNOW

THE PHOENIX AT
BRASELTON

After five years of military service, Wendell Snow utilized the GI Bill to enroll at Abraham Baldwin Agricultural College, where his childhood fascination with entomology was rekindled. This passion set him on a remarkable academic journey through the nation's top entomology programs, culminating in a PhD. Dr. Snow then secured a groundbreaking role as a research scientist with the U.S. Department of Agriculture (USDA), where he became a pioneer in combating agricultural pests.

At the time, the USDA focused on addressing insects that posed significant threats to human health and livelihoods. Dr. Snow and his colleagues introduced a revolutionary method: capturing populations of harmful insects, like the screw worm fly, sterilizing them using radiation, and releasing them back into the wild. This innovative technique led to a dramatic decline in screw worm populations and, in some regions, complete eradication.

Dr. Snow's groundbreaking work took him across the globe as he tested and refined the radiation sterilization method. His expertise eventually brought him to collaborate with the United Nations, where he became an ambassador of nuclear radiation technology for peaceful applications. Through his international travels, Dr. Snow shared his knowledge, teaching communities worldwide how to harness science to protect their crops, livestock, and environments, leaving an enduring legacy in entomology and global agricultural practices.





ROGER LEWIS

MYRTLE BEACH MANOR

Mr. Lewis has been a passionate coin collector since 1967, when, at just 11 years old, he began collecting pennies. His pursuit of the elusive 1909 SVDB Lincoln penny, the 'key coin' to completing his collection, taught him the value of hard work and determination. To afford the rare penny, young Roger spent an entire summer working with his father delivering goods, eventually saving the \$105 needed to purchase it. Reflecting on the coin's significance, Roger says, 'The value of that penny is worth more to me than the monetary value; you cannot put a price on memories.'

Today, Roger's collection spans coins from ancient to modern times, and his enthusiasm for numismatics remains contagious. At Myrtle Beach Manor, he leads monthly coin presentations, sharing his knowledge and passion with fellow residents. Recently, he launched a Jefferson Nickel project, challenging the community—including staff and visitors—to find specific coins of interest. 'It's a fun way to get people involved,' Roger says, 'and I get to share my love for coins.' Through his lifelong hobby, Roger continues to inspire curiosity and connection in his community.

CLAUDE "CAPTAIN" LEVINGE

THE RETREAT AT
CANTON

Claude 'Captain' Levinge is a remarkable 102-year-old veteran whose illustrious military career spans three major conflicts: World War II, the Korean War, and the Vietnam War. Serving as a Navy fighter pilot, he became one of the pioneering graduates of the prestigious Top Gun program. Captain Levinge's exceptional service is marked by numerous accolades, including the Air Medal, Legion of Merit, Meritorious Service Medal, and the Distinguished Flying Cross, among others. Over his career, he mastered 34 different aircraft and set the record for the most single-piloted jet hours in Navy history, cementing his legacy as one of the most accomplished aviators in U.S. military history.





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EPIC GALA

2024: CELEBRATING EXCELLENCE AT PHOENIX SENIOR LIVING

Each spring, the EPIC Gala, a cherished black-tie event, brings together associates from every level of Phoenix Senior Living to celebrate excellence, dedication, and the shared mission of providing unparalleled care. Held in Roswell, Georgia, this prestigious gathering is more than an awards ceremony—it's a heartfelt tribute to the people who make Phoenix Senior Living the industry's premier organization.

This year's gala marked the event's seventh anniversary, featuring unforgettable highlights that included live musical performances by talented staff, a year-in-review slideshow showcasing resident engagement, and an original song performed by a regional director. The evening culminated with the announcement of the 2024 EPIC winners: Isabella Anderson and Dylan Taylor.

HONORING EXCELLENCE: EPIC AWARD WINNERS

ISABELLA ANDERSON: EPIC FRONT LINE WINNER 2024

Bella Anderson, a wellness nurse at Lexington Country Place in Lexington, KY, has been a vital part of the Phoenix Senior Living team for two years. Known for her warm and compassionate approach, Bella describes her role as being more friend than nurse to her residents. "I'm 98% friend and 2% nurse when I'm in the community. I think my residents know that, and that's why I feel I was nominated," she shares. Despite her modesty, Bella's residents were unsurprised by her recognition. Upon her return with the award, one resident quipped, "Are you even surprised? We aren't!"

Bella's colleagues at Lexington Country Place praise her as a leader, advocate, and unwavering friend to everyone she encounters. Currently completing a nursing bridge program, Bella plans to continue growing within the organization. "I'm stuck here! I absolutely love it!" she says with a smile.

DYLAN TAYLOR: EPIC MANAGER WINNER 2024

Dylan Taylor, the Facilities Director at The Phoenix at Milton, has been with Phoenix Senior Living for nearly seven years. A former US Navy serviceman, Dylan joined the organization as an electrician at The Phoenix at Johnson Ferry. Over the years, he has taken on a regional role, supporting multiple communities.

For Dylan, the greatest joy of his job is bringing a smile to residents'

faces. "I love that a good morning and a smile can completely make their day," he says. This sentiment is mutual, as one resident noted, "My day starts when I hear Dylan and those cowboy boots coming down the hall." Whether he's making repairs, beautifying the community, or simply sitting by the fireplace for a chat, Dylan's dedication shines through.

Reflecting on his team, Dylan shares, "The word family comes to mind. We have such mutual respect and admiration for each other, and we're always willing to help one another out." Now serving as Senior Facilities Director, Dylan continues to exemplify the spirit of Phoenix Senior Living in all he does.

COMMUNITY AWARDS: RECOGNIZING OUTSTANDING ACHIEVEMENTS

The EPIC Gala also honors communities that have demonstrated exceptional performance and dedication to Phoenix Senior Living's core principles. This year's winners include:

The Rise Up Award: Awarded to the community that embodies strength, determination, and perseverance in adversity.

WINNER: THE PHOENIX AT HAMMOND

The Yolanda Doley Quality Service Award: Presented to the community that upholds the highest standards of quality.

WINNER: THE RETREAT AT JASPER

The Impact Award: Recognizes the community with the most year-over-year improvement.

WINNER: LAKEVIEW ESTATES

The Presidential Award: Celebrates the community that excels operationally and embodies Phoenix's core principles.

WINNER: THE BUNGALOWS AT BRANSON MEADOWS

A NIGHT TO REMEMBER

The EPIC Gala is a testament to the unwavering dedication and passion of the Phoenix Senior Living family. By celebrating the incredible achievements of individuals like Isabella Anderson and Dylan Taylor, and recognizing the collective efforts of award-winning communities, the gala reinforces Phoenix's commitment to excellence. Here's to another year of making a difference and setting the standard in senior living care!



THE PHOENIX RISING FUND AND ANNUAL FUNDRAISING GOLF TOURNAMENT



Phoenix Rising Fund

"THE PHOENIX RISING FUND IS HUGE TO ME BECAUSE IT SUPPORTS ANY OF THE STAFF MEMBERS THAT ARE EXPERIENCING A HARDSHIP. I'VE WITNESSED ON MORE THAN ONE OCCASION, THE PHOENIX RISING FUND MAKES A HUGE IMPACT ON STAFF THAT EXPERIENCED TRAGIC EVENTS THAT LEFT THEM IN A FINANCIAL BIND. WHETHER IT BE LOSING A HOME FROM NATURAL DISASTERS OR TERMINAL ILLNESSES, THE PHOENIX RISING FUND WAS ABLE TO STEP IN AND HELP THEM OUT."

The Phoenix Rising Fund was created to help Charitable Class members (those eligible to apply for a grant) who are in need of immediate financial assistance following an unforeseen disaster or personal hardship. The Fund relies on support from the sponsoring organization (Phoenix Senior Living LLC) and individual donations made by Phoenix Senior Living LLC's partners, employees, and/or the general public. Every donation makes a difference, no matter the amount, and combined with the donations of others, helps to provide grants when they are needed most.

The total funds raised from the golf event (that directly impact the fund) over the past 3.5 years is \$338,389 (That's minus administration fees and course and tournament fees like food and gifts).

- We have awarded over 58 grants companywide over the past 3.5 years. So we are averaging 16 grants a year.
- The total amount of grants awarded is \$106,597
- Grants for serious injury or illness are \$63,378
- Grants for damage or impact to your primary home are \$12,451
- Grants for death in the family or to the family of a lost associate are \$10,198
- Grants for domestic abuse issues are \$7,070
- Grants for non-medical emergency are \$7500
- Grants for immediate emergency due to disaster (Kentucky tornadoes) are \$6,000



To make a donation via Text-to-Give, simply text the unique keyword "GivePRF" to 71777.





Celebrates



Centenarians—individuals who have reached the remarkable milestone of 100 years or more—are a truly extraordinary group within our communities. They embody a wealth of history, wisdom, and resilience that only a century of life experiences can offer. At Phoenix Senior Living, we are honored to celebrate and care for nearly 40 centenarians across our locations, recognizing their invaluable contributions and the unique legacy they bring to our shared community.

Transforming Senior Living Through Integrated Wellness Care

Comprehensive Wellness for Every Resident



EmpowerMe 360 revolutionizes senior care by integrating **care coordination**, **on-site therapy**, and **wellness services** into daily life, and our **GUIDE program** delivers specialized dementia care, ensuring dignity, support, and peace of mind for all residents.



Care Coordination and
Telehealth Facilitation



On-Site Physical, Occupational
and Speech Therapy



Dementia Care
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Fitness and Wellness
Programming



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PSL PAYS IT FORWARD

PHOENIX SENIOR LIVING: BUILDING COMMUNITY THROUGH PURPOSE AND GIVING

At Phoenix Senior Living, the values of compassion, community, and connection go far beyond the walls of each property. Through their monthly PSL Pays It Forward initiative, Phoenix Senior Living has created a meaningful program that allows associates, residents, and their families to give back to the broader community. These acts of service not only strengthen ties with their neighbors but also instill a sense of purpose and fulfillment for everyone involved.

The PSL Pays It Forward initiative is a cornerstone of Phoenix Senior Living's signature programming, with each property participating in philanthropic activities tailored to the unique needs of their local communities. From organizing food drives to supporting local shelters or schools, the program's versatility ensures that every act of kindness is impactful and relevant.



A DAY TO UNITE: PSL PAYS IT FORWARD DAY

While giving back is a year-round commitment for Phoenix Senior Living, one day stands out as a shining example of their dedication—PSL Pays It Forward Day on April 26th. On this annual day of service, all Phoenix Senior Living communities join forces in a collective effort to make a significant difference. Each community selects an act of service and a cause that resonates with their residents and staff. From hosting events to raise awareness for important causes to volunteering time and resources, the possibilities are as diverse as the communities themselves. This collaborative effort showcases the power of unity and amplifies the impact of their philanthropic endeavors.



MORE THAN GIVING: CULTIVATING PURPOSE

For Phoenix Senior Living, the PSL Pays It Forward initiative isn't just about giving back—it's about creating a shared sense of purpose. Acts of service foster deeper connections between associates, residents, and their families, reminding everyone involved of their ability to make a difference. These efforts reflect Phoenix Senior Living's mission to inspire and enrich lives, building a culture where caring for one another is second nature.

Whether it's organizing monthly activities or rallying together for their annual day of service, Phoenix Senior Living exemplifies how small acts of kindness can create a ripple effect of positive change. By empowering their communities to engage in purposeful giving, they're building a legacy of compassion and connection that will resonate for years to come.

2024 RECAP

2683

Total Residents



803 Men
(29.3%)



1871 Women
(69.7%)



440

Educators



396

Homemakers



209

Medical Field



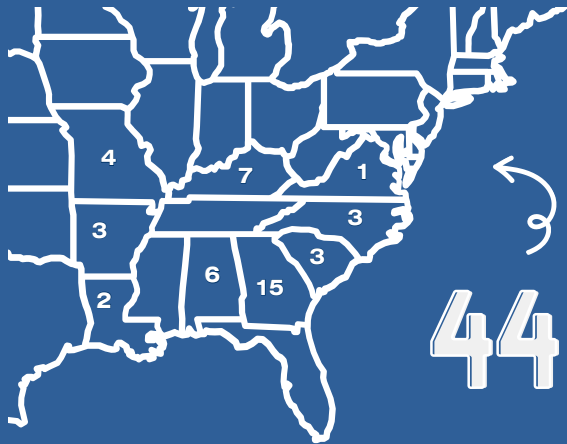
892

Tradesmen

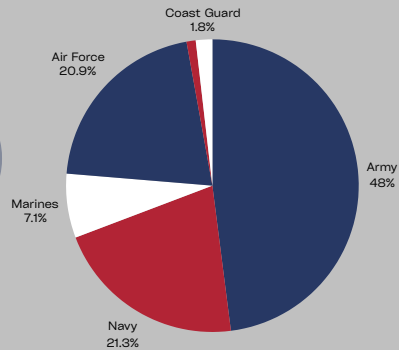


2300
Associates

COMMUNITIES BY STATE:



469
VETERANS



7 SIBLING SETS



130 COUPLES

1059

Residents for <1 year

1624

Residents for >1 year

2025 COOKIE OF THE YEAR

Each year, Phoenix Senior Living brings residents, families, and staff together for a heartwarming company-wide contest with one shared goal: to create the winning recipe for the **PSL Cookie of the Year**. This treasured recipe becomes a signature treat for all Phoenix locations, serving as a warm welcome for visitors, a thoughtful gift for tours, a treat when meeting care partners, and, of course, a delicious snack for all to enjoy.

The contest begins at the community level, where each location hosts its own competition to select a single standout recipe that represents its community. From there, the Dining Director and their team review the submissions and narrow them down to the top five finalists. These five recipes are then prepared and sampled by all Home Office associates, creating a meaningful bridge that connects our communities to leadership.

This year's winning recipe, "Brown Butter Triple Chocolate Chip," comes from The Retreat at Jasper and was lovingly crafted by their Executive Director, Brittany Hereth.



“

One of my fondest childhood memories was Family Night. Every Friday, Dad stayed home all day and would take turns bringing one of us to Blockbuster to pick out a movie for the evening, and Mom baked her signature homemade chocolate chip cookies. Those cookies were the epitome of comfort and togetherness — crispy on the edges, chewy in the middle, and always made with love.

As I grew into adulthood, I started experimenting with my mom's cookie recipe, adding my own creative touch.— browning the butter for a nutty flavor and refrigerating the dough for chewy texture.

Now, I'm proud to share these cookies with others, knowing they carry not just flavor but the warmth of family, cherished memories, and the joy of time well spent together.

”

- Brittany Hereth, The Retreat at Jasper
Cookie of the Year Recipe Creator



Brittany Hereth (top right) pictured with her family

2025 COOKIE OF THE YEAR BROWN BUTTER TRIPLE CHOCOLATE CHIP

- 1 Preheat the oven to 350°F.
- 2 In a large bowl, sift together flour, baking soda, and salt. Set aside.
- 3 To brown the butter, place in frying pan on medium heat, stirring occasionally. Butter will begin to color and have nutty aroma. Remove from heat and allow to cool for 5-10 minute.
- 4 Combine brown sugar, white sugar, brown butter, and vanilla together in mixer on medium speed.
- 5 Add 2 eggs, one at a time, allowing each egg to fully incorporate into mixture.
- 6 Once combined, slowly add in dry flour mixture until incorporated. Turn mixer off and fold chips into mixture. Transfer to container with lid and refrigerate for 30m-2hr
- 7 Scoop cookies into 12-16 balls, space 2 in apart. Bake for 14 minutes, or until slightly brown along the edges, but soft in the center.

Ingredients

all purpose flour	2 1/4 cups
baking soda	1 tsp
sea salt	1 tsp
brown sugar	1 cup
white sugar	1/2 cup
butter, browned	2 sticks
vanilla extract	2 tsp
eggs	2
semisweet chocolate chips	1/2 cup
butterscotch chips	1 cup
dark chocolate chips	1 cup

