

# YES, I WOULD LIKE MORE INFORMATION ON TWINING VILLAGE!

Please cut along the dotted line and return to Twining Village 280 Middle Holland Road, Holland, PA 18966.

I am interested in:

Scheduling a visit to Twining Village

Receiving an informational packet in the mail

Receiving a phone call to answer some of my questions

Receiving an e-mail with more information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

The village marketing department works in close association with future residents, their adult children, real estate agents, movers, auctioneers, decorators, and bankers as requested and appropriate to make residents' move as stress-free as possible.

Please indicate your area of interest.

Senior Living

Personal Care

Nursing & Rehabilitative Care

VA Benefits Assistance Service



A DIAKON LUTHERAN SENIOR LIVING COMMUNITY

www.diakon.org/twiningvillage  
280 Middle Holland Road  
Holland, PA 18966

Non Profit Org  
US Postage  
PAID  
Lehigh Valley PA  
Permit #121

## New marketing director has local ties

Helping people through significant life experiences was an everyday occurrence in the event planning business and one of the reasons Jerry Gallagher thought he would be a perfect fit for the role of marketing and sales director at Twining Village

"Part of my job in the event and hospitality industry was to educate my clients and help them through significant life events, such as a wedding, bar mitzvah, or corporate awards function," he says, pointing to the tentativeness and uncertainty that are inherent in these kinds of events. "There are similar concerns for people moving into a senior living community, and I have to respect those concerns and take care of them."

Gallagher, who had been living in New Jersey, joined the Twining Village staff in January after a 20-year career in hospitality and event planning. A Philadelphia native, he was eager to return to the area.

"It is amazing how many residents I run into here who knew of the neighborhood [where I grew up]; some even know older relatives of mine," says Gallagher, adding that the focus of Twining Village also was a factor in his



Jerry Gallagher

decision to take the job. "In addition to the location, working in a service-driven industry—giving back to people—really had strong appeal to me."

Gallagher also is excited by the professional challenge that lies ahead with the planned renovations under way at Twining Village.

"I'm extremely fortunate to come here just as the renovation is occurring," he says. "This is an exciting time. I'm fortunate to be part of reintroducing Twining Village to the local community."

# Lifestyles

SUMMER  
2011

TWINING VILLAGE

## Renovations target what residents want

Like any homeowner who recognizes the need to renovate a kitchen or update a bathroom, Twining Village is deeply involved in renovating and enhancing the senior living community.

In a multi-phase effort that began earlier this year and is expected to be complete by the summer of 2012, Twining Village is ...

- Completely refurbishing apartment suites in its two-story buildings.
- Extensively renovating accommodations in its one-story buildings to create cottage-homes.
- Redesigning the village entrance and reception areas.



Redesigned master bedroom

- Expanding dining options, and
- Updating the pricing structure—all in response to what several market studies have noted older adults want in the "next generation" of senior living communities.

### First phase includes apartments

The renovation process began with full interior demolition of 13 apartments in the village's two-story buildings, says Jeanne Oski, executive director.

"We want to create more open space for the next generation of seniors," she says, adding that accommodations will be enhanced with the addition of in-unit washers and dryers and the enhancement of new cabinetry, hardware, flooring, appliances, and more.

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### 1 Renovations now underway

Changes to give residents things they want most

### 3 Twining preparing for tomorrow

New executive director is up for the challenge

### 4 Marketing director embraces changes

He's ready to reintroduce Twining to the community

For more information,  
call Toll-Free: (800) 752-4420  
Phone: (215) 322-6100

 **TWINING VILLAGE**  
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“The corridors of each apartment building also will be renovated with items such as new carpet, lighting, and wall treatments.”

### Second phase creates cottage-homes

The second phase of the renovation will begin in late summer when the first group of 16 first-floor apartments, which now make up one of five atriums, will be turned into freestanding cottage-homes with individual entrances and a new façade. The cottages will have their own entrances, an open-design concept, new appliances including washers and dryers, cabinetry, hardware, and flooring. Future residents will have the opportunity to purchase upgrades to their cottage-homes with a variety of premium options.

### Third phase creates welcome center

The third phase of the renovation will include the upper-level community center and the creation of a new lobby entrance. Among changes will be an enlarged and renovated reception area, an updated and relocated library, and a renovated gift shop.

“The changes also include a new resident communications center, wireless internet access, and a fireplace,” says Oski. “Further, we will renovate the existing auditorium and add restrooms to the community center.”

A reconfigured main dining room will result in both a formal and non-formal dining offer.



*Perspective of the new cottages*



*Exterior perspective of Twining's new addition*

The final project component centers on indoor walkways that currently connect the community, including two walkways that are above ground level.

“We want to enhance the environment so people can appreciate the beautiful campus, so we will lower two walkways to ground level and make them climate-controlled,” Oski says. “Two other walkways will be removed once connectors are built in the apartment buildings. These connections will allow residents to travel through the campus without going outside the interior of the complex.”

### New pricing offer available

With the renovations comes a new pricing structure meant to deliver increased flexibility for residents. The new fee-for-service contract, in addition to the popular Lifecare contract, will include an entrance fee that is partially refundable.

“This new pricing offer is designed for those residents who want to move in but also want to reserve some of their assets,” Oski says. “It is an affordable offer that allows them to have money to give their children or pass on as they choose.”

For information on how you can be among the first to take advantage of the “new” Twining Village, please contact Jerry Gallagher, marketing and sales director, at (215) 396-7236.



## Message from the Executive Director

These are exciting times at Twining Village.

There is no better time than the present to find out how you can live life to the fullest with us. Because our major renovations are now under way, you have the opportunity to get in on the ground floor and choose from among our newly renovated apartments or to be part of the decision-making process when it comes to options for your freestanding cottage home.

I invite you to visit us and learn more about these plans and what is happening at Twining Village as we position ourselves for the future. I think you will be impressed by our energy and enthusiasm to deliver what you want and enjoy.

I look forward to meeting you.

*Jeanne Oski*  
**Jeanne Oski**  
Executive Director

## Executive director positions campus for the future

Twining Village’s new executive director, Jeanne Oski, believes her understanding of Diakon Lutheran Social Ministries and the senior living industry will translate into success for the Bucks County senior living community as it repositions itself for the future.

“It is a positive move for me and the organization to have someone in this role who understands Diakon and its processes,” says Oski. “The residents are great, but like everyone, they will need support as we as a community go through the upcoming changes. I am confident I will be able to provide that support.”

Oski served in the same role for nine years at Luther Crest, a Diakon Lutheran Senior Living Community in Allentown. When it underwent a similar repositioning, Oski took the lead.

“It is what I like to do. I like challenges,” says the registered nurse and licensed nursing home administrator. “I enjoy combining operations with new construction and the introduction of a new product.”

Oski’s job is to build on Twining Village’s outstanding reputation to create the preeminent senior living community in the area.

“While we offer excellent service and quality care, we also need to look at trends and new options to determine how best to reposition our campus. And there are always challenges with any such change, but we want to have an offer that meets future needs and demands,” she says.

“If I can do that and keep staff and residents informed and happy, I will have done a good thing.”



*Perspective of building connections*

## Learn more about Twining Village

Twice a month, Twining Village presents an informational seminar for those interested in learning more about the amenities offered at the distinctive community in Holland, Pa.

In addition to a complimentary lunch, participants learn about Twining Village and financial options, participate in a question-and-answer session, and take part in a tour of the campus.

Plan now to attend one of these upcoming seminars, which begin at 10:30 a.m. and end with lunch in the dining room.

July 14

Aug. 23

July 26

Sept. 27

Oct. 29

Reservations are required, so please call Jerry Gallagher at (215) 396-7236 to reserve your place or to arrange a private visit.

