



The Culture Chronicles

...of the Franklin Companies

March 2015

Corporations mark time through the progression of fiscal years as quarterly results are tallied and reported. Benchmarks are reviewed and modified as actual results are measured against forecasted plans. Predictable cycles of strategic and budgetary planning processes followed by annual reviews and evaluations bookend the years for businesses.

As we continue into March, the last month in the first quarter of 2015, it is hard to believe that almost a quarter of this New Year has passed. The newness of writing “2015” is just barely wearing off, and we are already looking forward to the activity that will come during the spring and summer months. As another year marches steadily onward, it is important to ask ourselves “What will *success* look like on December 31, 2015?” How will we know that we have accomplished what we set out to do this year?

The financial results realized by the Franklin Companies will give us a clear picture of how we did. Industry polls and rankings will give us insight into how we are perceived in the marketplace. The true measure of our success will be how we have maintained our unique culture that is our distinct competitive advantage. Our culture is what sets us apart from our competitors. It is our culture that instills faith in our residents and their families that we will always strive to provide a level of care that is unparalleled.

How will we know that we are succeeding? Here are five measures of our success in 2015:

1. **Freedom** – Are we individually exercising our freedom to make decisions that are in the best interests of both our residents and the Franklin Companies?
2. **Ownership** – Do we all own the situations that arise on a daily basis, understanding that our actions and decisions are reflective of our performance as professionals? Are we each seeking responsibility and professional growth?
3. **Commitment** – Are we all committed to addressing challenges and to communicating our planned course of action with other staff members, as well as our residents’ family members?
4. **Utilize** – Are we utilizing every measure available to us, including monetary resources and staffing responses, to rectify situations that arise? Are we taking every measure necessary to solve problems?
5. **Shepherd** – Are we actively engaging with our residents and their families and walking with them as we go through the problem solving process?

A Special Valentine’s Day

At Franklin Park DeSoto, they really know how to throw a party! **Ashley Johnson**, Life Enrichment Director, organized a wonderful Valentine’s Day party that was attended by over eighty residents. The night’s festivities included a live band with a soloist, refreshments and dancing. Everyone had a wonderful time as they danced to the music.

Kareika Powell, Executive Director, was also in attendance. As she surveyed the room she noticed that one of the wheelchair-bound residents was sitting at the edge of the room with a very sad look upon his face. When the next song began, Kareika walked over to this resident and grabbed his hand to guide him to the dance floor. The resident’s face lit up with a priceless expression. After the dance, when the song had faded out, Kareika looked at the resident and saw tears streaming down his face. He shared that she was the first person to dance with him in over thirteen years. He was overwhelmed and told her that she had made his evening one of the best ever.

*Kareika, thank you so much for noticing this resident and taking the initiative to reach out to him. What might have seemed like a small action to you was a substantial gesture of kindness for this resident. Ashley, thank you also for your thoughtfulness in organizing a special evening for our residents! The **FOCUS** you both bring makes all the difference!*

A Place to Lay Your Head

Recently, **Jovanny Parvin**, Leasing Director at Sutton Oaks, was helping a new family with the move-in process. She assisted the single mother and her children as they moved their belongings into their new home and realized that the family had no beds for the children. Moved by their need, Jovanny inquired with **Victor Zuniga**, Resident Social Services, as to whether he knew of any local agencies that might be able to provide this family assistance.

On his initial attempt to find some help, Victor came up empty-handed. However, he was determined to find a solution to help this single mother and her children. He asked around throughout his own contact network, including the members of his church, seeking some type of assistance. Victor really delivered! He found individuals who were willing not only to donate two bedroom furniture sets, but also sheets and comforters to go with them! To top it all off, the **Maintenance Team** at Sutton Oaks got involved. They actually went and picked up the bedroom furniture sets and delivered them directly to the family.

*We applaud all the members of the Sutton Oaks team involved in helping these residents! Your dedication and service are the embodiment of our company's core values. Your caring, commitment and action are a true example of how we can touch the lives of others when we **FOCUS!** Thank you!*

Utilizing Our Resources at Rancho Sierra

For the Sandoval Family, December was a month of trials as opposed to celebrations. Chavell, the youngest child in the family, suffered a seizure and battled a life-threatening illness right before the Christmas holidays. Luckily, she has recovered, but she still has a long road ahead of her. Her breathing is supplemented with mechanical assistance and due to her limited mobility she will require the use of a wheelchair for a time. Given her present condition, she is remaining under the medical care of her physician until her family can move to a first floor apartment.

It turns out that there is a first floor apartment that will become available March 15. However, the Sandoval Family's lease expired at the end of February. The team at Rancho Sierra contacted the Sandoval's housing case worker to determine what accommodations could be made for this very special situation. The team received the disappointing news that the transfer to a new apartment would be approved, but the rent payments would not be covered until the official move-in date of March 15. This financial obligation would be a burden too large for the Sandoval family to bear.

In an example of "fully utilizing our resources" the team turned to **Monica Diaz**, the new Leasing Agent at Rancho Sierra. Monica is a former Bexar County Housing employee with an incredible knowledge of the housing rules in place. She suggested an elegant solution to the problem at hand. Rancho Sierra could simply renew the Sandoval's existing lease and then request a medical transfer as soon as the first floor apartment became available. The solution was simple, effective and helped a family in need, who was extremely grateful.

*Thank you, Monica, for your contribution! We appreciate your knowledge and your problem solving ability. We are grateful to have you as a part of the Rancho Sierra team. Thank you for fully **Utilizing** your talents and knowledge to benefit our residents.*

Curbside Service at Salado Creek

During February, a resident at Artisan at Salado Creek needed to complete his annual income recertification process. Unfortunately, this particular resident had been seriously ill and was hospitalized for weeks preventing him from filling out the necessary recertification paperwork. When he returned home, he and his wife made it a priority to come to the office to complete the process. However, given his physical condition, it was necessary for him to be transported from his apartment building to the leasing office in a medical van.

Katesha Tovar, Leasing Agent, saw the van pulling up to park, and she did not waste a minute. She grabbed the required paperwork and immediately went out to the van and sat with the couple as they completed it. Katesha did not want them to have to go through the trouble of getting out of and back into the van. The couple was incredibly grateful that Katesha went out of her way to make this recertification process easier for them.

*Katesha, your quick thinking and **FOCUS** led to an excellent customer service experience for these residents. Your actions illustrate the spirit of Franklin Companies' mission statement, that we will "treat our residents with dignity and respect." Thank you so much for your willingness to go above and beyond for our residents!*



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More Stories of FOCUS 2015 in Action

Quick Thinking Helps a Resident in Distress

James Cantwell is a Server in the dining room at Franklin Park Sonterra. In his role, he has the opportunity to interact with our residents in a very unique way. He is able to provide them exceptional service while connecting with them on a personal level. He is attentive to our residents' preferences and needs on a daily basis.

One night in February his keen attention to detail helped save one resident's life. One of the residents at Sonterra had issues with choking over the previous few weeks. The staff is aware of this tendency and had been keeping an eye on her, particularly during mealtimes. At dinner one evening, this resident began choking. The quick thinking staff immediately called James from the kitchen and he successfully performed the Heimlich maneuver on her. **Davis Hanna**, Concierge, called EMS, and they took her to Stone Oak Methodist Hospital for a complete exam.

*Thank you to everyone in the dining room at Sonterra for your quick thinking and fast reactions! James, thank you for your quick thinking and willingness to step in to a difficult situation. Davis, thank you for quickly calling EMS and requesting medical assistance. The attention to detail and **FOCUS** of the Sonterra team that evening made all the difference for this resident.*

Chivalry is Not Dead

Ismael Ramirez, Lead Maintenance at The Park at Sutton Oaks, was picking up the grounds one morning when he noticed that a young lady at the bus stop across from the leasing office appeared to be in trouble. Suddenly, the woman began sprinting toward the office and then Ismael saw why she seemed so frightened. There was a large dog chasing her! He quickly ran toward her and guided her into the office safely. After she was safely inside, he then went back out and chased the dog off the property. When he was sure the dog was gone for good, he kindly escorted the young lady back to the bus stop and waited with her until the bus arrived.

*Ismael, thank you for acting on your protective instincts. Your quick thinking in that moment kept that young woman safe in what could have been a dangerous situation. You were definitely **FOCUSed** and **Utilized** all the resources at your disposal that morning.*

Twice the FOCUS at Artisan on the Bluff

The Artisan on the Bluff team has been hard at work as they continue to FOCUS on providing customer service levels that are unparalleled in our industry. In fact, this month they have two stories to share with the Franklin Companies family, both of which involve **Mark Trujillo**, Assistant Maintenance. Mark is an individual who routinely goes out of his way to help others. In his role on the property, he has the opportunity to help many of our residents, and just since the beginning of 2015, Mark has gone out of his way to provide a helping hand to at least two residents that we are aware of.

One of the residents at Artisan on the Bluff is legally blind and lives by herself. Mark makes sure that he changes her air conditioning filter each month. He is also very diligent to ask this resident about any other maintenance issues or tasks that she may need completed at her apartment. This resident is always very grateful for the attention that she receives.

Mark was also able to assist another resident with car trouble. One morning he noticed that one of the residents was sitting in her vehicle with a very distraught look upon her face. He stopped and asked if everything was alright. The resident shared that she was running late for a doctor's appointment and her car would not start. Mark quickly ran to his own truck and drove it around to jumpstart the resident's car battery. The car started and she was quickly on her way. Even though she was still late to her appointment, she was extremely appreciative of Mark's observance and assistance.

*Mark, thank you for your Commitment to our residents. Your ability to step in and provide help whenever it is needed serves as an example of what it truly means to **FOCUS**. By adapting to different situations easily you demonstrate to our residents that they are a valued part of the Franklin Companies family. Thank you!*