



This message is going to associates, and to residents and family members on our community distribution list.

A Message from the Executive Director

August 21, 2020

Dear Residents, Family Members & Associates,

I am so happy to share some great news with you today! As you know, associates here at Asbury Place Kingsport are pretty incredible and they have worked harder than ever over the past several months to serve you and each other during this challenging time. We know how great these superheroes are and now the rest of the world will be reminded too!

Late Wednesday we learned that we were named a Great Place to Work®-certified (GPTW) organization ... AGAIN! Associate responses to the recent survey landed us on this prestigious list and if being a GPTW-certified organization sounds familiar, that's because it is! This is a three-peat for us and I am so proud. You can [view our GPTW profile page by clicking here.](#)

I am also especially excited to share that for the second year in a row we actually beat the Fortune 100 Best Company benchmark for the survey statement: "My work has special meaning; this is not 'just a job.'"

This recognition gives me the opportunity to reflect on all the hard work associates have done to serve. They have stepped up in the face of COVID-19, from quickly implementing screening procedures to pulling together to perform COVID-19 testing to continually evolving our safety measures in line with health authorities. These examples show that we do live by our mission every day in every way to do all the good we can for those we serve. National recognition such as this GPTW certification is evidence of just that.

So when you see an associate today, consider giving them a thumbs up to show that you

recognize their efforts in creating a great place to work. We are #AsburyStrong and we take pride in having the opportunity to serve those who live and work here.

Updates and reminders

Please note that these updates and reminders are also included on our community operations site, [Asbury.org/asbury-place-kingsport/resources-events/family-friends](https://www.asbury.org/asbury-place-kingsport/resources-events/family-friends):

- **Asbury Home Services at Asbury Place Kingsport:** Asbury Home Services is on campus and ready to assist, providing a [wide range of support services](#). Contact Michelle Moffitt at (423) 830-8530, mmoffitt@asbury.org, or online today. We look forward to serving you!
- **The Wellness Center is currently closed, but phased reopening plans are being developed. Walking trails are open!** Some fitness classes, programs, Resident Council, and special events are being offered in person practicing masking and distancing guidelines, and online. We are also scheduling one-on-one wellness consultations. For a current schedule, links to access our online offerings, and more information call Lauren Huddleston at 423-797-6605 or lweaver@asbury.org.
- **As a reminder, all COVID-19 data is updated daily on the Asbury COVID-19 Response and Communication webpage at [Asbury.org/COVID19](https://www.asbury.org/COVID19).** On the page, you can find the daily status charts in the first blue button on the side bar

Educating the public about who we are



This week we launched a multi-month marketing campaign about the value of community, highlighting that our communities are safe, with appropriate precautions in place and that we are an incredible place to live. The campaign will share how Asbury's proactive approach to safety and well-being during COVID-19, which includes infection-control experts, dedicated staff, and a wealth of resources and support services, has created an outstanding record of resident safety. This is a digital display and a Facebook ad campaign that supplements our digital and traditional marketing efforts. The campaign will also include research-based articles and videos about the value of community. If you'd like to check it out, [click here](#). Featured above is a [video](#) that's included in the campaign.

Here's a GEM!



All across the Asbury system, we lift up associates with GEMs, which stands for associates who Go the Extra Mile! GEMs are given for a job well done from associate-to-associate. So far this year we have had dozens and dozens of GEMs given at our community and today I want to lift up a special one for **Lisa Ridings, Cook**:

“Lisa goes out of her way to make sure residents have what they (requested for a meal). She is responsible and a great teammate. Love working with her.” - Athena Bradshaw, Cook

Message of Appreciation

More than 200 messages of thanks from family members and residents have come in for associates across the Asbury system in recent weeks. We are so appreciative of those messages, like the one below for Executive Director, **Aaron Roop**:

"I would like to express a huge 'Thank You' to Aaron Roop for serving as our wonderful 'Executive Director.' We needed him! He is outstanding in so many ways: Integrity, Character, Dependable, Knowledgeable, Accessible, Helpful, Pleasant, and Aaron is handsome, too. He cares!! Asbury at Baysmont will miss Aaron Roop so much!!! We wish you and your family all the best as you go forward."

If you'd like to share a note of thanks, [please click here to launch a form](#) where you can type in your note of appreciation. We will take your submissions and find creative ways to share with associates. Thank you!

We are all in this together. Thank you for your continued understanding and cooperation. We are #AsburyStrong!

Sincerely,

Aaron Roop
Executive Director
Asbury Place Kingsport



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