



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 Solomons 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-solomons/resources-events/family-friends](https://www.asbury.org/asbury-solomons/resources-events/family-friends), in addition to other community info. Some of the latest information posted there includes:

- Our campus has begun to slowly ease visitation restrictions in line with public health and state and local guidelines, but our health care center remains closed to in-person visits. See visitation details in the [Campus Visitation section here](#).
- The Wellness Center and Pool remain closed, but phased reopening plans are being developed. The Riverwalk is open! Many fitness classes, programs, special events, performances, and movies are available via Touchtown and our TV channel, 970. Pier and beach are also open. For a current schedule or more information contact Dennis Poremski at 410-394-3043 or at dporemski@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).** 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.

How about a little meditation?



Self-care is incredibly important, and Solomons Wellness professional Genna Lee wants to make sure you get it. She hosted a meditation session on Facebook Live on Thursday. Looking for an opportunity to refresh and rejuvenate? Check out a recording of her session by [clicking here](#) or the image above.

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. 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 given to **Taybor Grimes, Dining Attendant**.

"Taybor has been extremely helpful to me in my training process. If I ever have a question he has helped and assisted me in finding any additional information I may need." - Receptionist Renee Queen

Sharing a note of appreciation we received

More than 200 messages of appreciation have poured into Asbury system in the past few weeks. Today, I want to lift up a special one:

"I just want to say thank you to Kelly and all of our staff for the extra mile they are going to keep us safe and secure. There couldn't be a better place to live than Asbury Solomons." - Bobbie Patterson

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!

Thank you to all visitors for so carefully following all elements of our visitation policy. We hope to see you soon. We are all in this together. Thank you for your continued understanding and cooperation. We are #AsburyStrong!

Sincerely,

Kelly Smith Friedman, LNHA
Executive Director



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