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BethanyVillage.org

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 Bethany Village 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/bethany-village/resources-events/family-friends](https://www.asbury.org/bethany-village/resources-events/family-friends), in addition to other community info:

- **Our campus has begun to slowly ease visitation restrictions in line with public health and state and local guidelines.** See visitation details [here on the Friends & Family page](#).
- **The Wellness Center and Pool are currently closed, but phased reopening plans are being developed.** Walking trails are open! A range of classes are available via the Bethany Village TV station on Channel 956, including live classes and events. In addition, we have started limited outdoor classes with appropriate distancing and masking and are scheduling one-on-one consultations. For a current schedule or more information call Justin Margut at 717-591-8368.
- **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.

The backstory on how we're able to lift up so many of the "Thanks" messages you've sent



Bethany Village Dining Director **Bobbi Garland** gets her share of thank yous.

She gets thanked for cooking soup, or roasting meat, or baking treats for residents across the campus. As director, she's seen as the face of her department, even though she works with a team of dietitians, chefs and managers to bring delicious meals to residents. Any time she receives a compliment for the food from a resident, Bobbi will introduce them to the cook that day. But as COVID-19 limited the in-person interactions between dining associates and residents, Garland and her team wanted to make sure associates were always able to receive the recognition they deserve.

And now they can, using an [online thank-you note form](#), which allows residents to lift up an associate and/or their department at any time. [Read more about how highlighting these thank yous came to be as a result of a conversation Bobbi had with resident councilmember, Dale Meadowcroft.](#)

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 **Theresa Seiber, Housekeeper.**

“Theresa ALWAYS greets individuals with a pleasant 'How are you doing today?' Prior to performing her duties, she respectfully asks permission to enter the work area, and thanks the staff upon her exit. She keeps us informed of any deficiencies she may notice, and also updates us on any concerns she has attended to in the course of her duties. Additionally, Theresa is always willing to help during mealtimes (when her schedule permits) with residents who require assistance. Thank you, Theresa! We truly appreciate you!”- Beverly Frey, Nurse Supervisor RN

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

Sincerely,

Brian D. Grundusky, MHA, NHA
Executive Director



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