



The Culture Chronicles

...of the Franklin Companies

October 2016

Something to Consider...

“Energy and persistence conquer all things.”

- Benjamin Franklin

In our operating mantra, **ELEVATE**, the first “E” stands for **Energy**. This year, we have reminded each other that regardless of the situation, we must have the energy to see it through to completion even when obstacles arise. Implicit in this working definition is the concept of persistence, as referenced in the quote above from Benjamin Franklin.

If you look up the meaning of *persistence* you will find that its definition reads the “firm or obstinate continuance in a course of action in spite of difficulty or opposition.” If you read further, you will find that *tenacity* is a synonym for persistence; **Tenacity** is also a part of our operating mantra this year. It seems as if there is a theme here!

We could rewrite Benjamin Franklin’s quote as “Energy and tenacity conquer all things,” and at Franklin Companies we believe this to be true. We understand that with our focused efforts and best thinking we can accomplish our corporate goals and tackle the challenges that come our way. When challenges arise they at first can seem insurmountable, but over time, and with some energy and tenacity, they can be addressed and resolved.

The calendar pages have recently flipped over to a new month, and we have only one quarter left in this year. It is difficult to believe that we are rapidly heading toward year-end; the year has gone by so quickly. It is easy at this point in the year to feel fatigued as so much has been tackled throughout the preceding months. It is also possible to feel hurried as year-end demands begin to creep up on us. If only we could put on the brakes and slow down just a bit. Both scenarios can affect our energy levels and result in sluggish responses.

As we begin the last quarter of 2016, let’s strive to keep our energy levels up. Encourage yourself and your colleagues to remain engaged in the challenges that we face each and every day. Remain tenacious in your approach to responsibilities and obligations. Pledge to treat our residents with the care and respect they deserve. Look for ways to **ELEVATE** our residents and their opinions of the Franklin Companies. Our culture is what makes the difference and is also what sets us apart from the competition. Let’s continue to pour our collective energy into that culture this fall!

Comfort Food Done Right at TPC Parkway

On a Thursday at the end of September Franklin Park TPC Parkway welcomed a prospective resident who was under tremendous stress. He had recently sold his home and needed to be moved out of it by that Saturday; just two days away! Chef **Martin Hernandez** had previously been informed that this prospective resident would be visiting the community, and he prepared an excellent lunch just for this guest. At first, the gentleman was hesitant to stay and have lunch, but the staff insisted and he eventually agreed. **Denise Jaworski**, Director of Community Relations, joined the guest for lunch and had a delightful time getting to know him and helping him get to know Franklin Park. Not only was Martin’s meal top-shelf, but his entire staff treated the prospective resident with tremendous hospitality. In fact, the team did such a good job welcoming this gentleman that he chose Franklin Park TPC Parkway to be his home.

*Thank you, Martin, for the **Energy** and **Values** you possess, your always positive “Can-Do” **Attitude**, and for always performing your duties with absolute **Excellence**. We are truly blessed to have you as a member of our team!*

*Thank you also to **Denise** and the **entire TPC Parkway Dining Room Team**! You did a wonderful job welcoming this prospective resident and demonstrating how we **ELEVATE** our care at Franklin Park!*

Leadership in Action at The Landing at Stone Oak

It is not often that the corporate office leaders are profiled in The Culture Chronicles, but we are delighted to share one this month. In late September, **Cynthia Morris**, Executive Director at The Landing at Stone Oak, encountered an uncertain situation at the community. There was a young man in the lobby asking to take a tour of the community and insisting he be allowed to sing for the residents. Normally, such requests would be handled with traditional responses, but this man seemed a bit out of sorts. He was disheveled in appearance and appeared to have not had a bath for a while.

Cynthia called **Luke Classen**, President and COO of the Franklin Companies, for advice on how to address the situation. Luke quickly arrived with **David Ewing**, Executive Director of Alamo Heights, and **Randy Sinclair**, CFO of the Franklin Companies. Luke calmly approached the young man and began talking with him. He noticed that the young man had a Bible in his hand. Luke, being a Christian, used that as a way to begin engaging him. After a

few minutes, Luke was able to convince the man to come out onto the porch and to sit in one of the rocking chairs there. Luke asked that water be brought out for the man, and they sat and talked for about a half hour. Through conversation and observation, the young man revealed that he has schizophrenia. As they continued to talk, he shared that he thought he had heard from God that he needed to stop taking his medications. Luke then called the non-emergency police number to request assistance for him. While they waited, the staff at The Landing charged the man's phone, and he was able to get in touch with his father.

*Luke, thank you for your leadership in this situation and for setting a values-based example for all of us at Franklin Companies. As Cynthia shared, you exhibited a positive **Attitude**, and with great **Tenacity**, you **Learned** enough about this individual to control the situation without panic or distress. Thank you for providing us an example of our corporate values and culture in action!*

Energy and Tenacity Meets a Challenge Head On

This summer the team at Artisan at Salado Falls was able to work together with tremendous energy and tenacity to meet the needs of a new resident who is a veteran and also a double amputee. This particular resident originally applied for a handicap-accessible unit in July. Unfortunately, through the process of applying for financial aid through various military organizations and some miscommunications with those groups, the process was delayed and the unit had to be released. When this resident and his family finally worked through their issues with these organizations, they approached the leasing staff at Salado Falls again.

After the second meeting, **Jason Gonzalez**, Business Office Manager, and **Gena Ball**, Leasing Consultant, began working diligently to make the necessary arrangements for a first-floor apartment that would accommodate this resident's mobility needs. These arrangements not only included a great deal of paperwork, but also involved coordinating with another applicant who had requested the first-floor apartment, ultimately requiring moving that individual into another apartment. Together, Jason and Gena resolved this situation and both of the residents involved were satisfied and were provided housing that suited each of them.

*Jason and Gena, thank you so much for your **Energy**, **Attitudes**, your desire to help **Everyone** involved, and for your **Tenacious** problem solving, extensive job knowledge and unwavering hard work. Because of your efforts, we were able to accommodate the needs of both of these residents. Thank you!*

Sweet Reward for a Job Well-Done

At Franklin Park DeSoto there is one resident who loves to bake, and she has been baking in the community since 2010, despite being wheelchair-bound and paralyzed on the right side of her body. In late August, she was in the process of baking a cake for a church bake sale and found that she could not get the pan out of the oven. Panicked that her cake might burn, she called Maintenance and **Walter McFail**, Porter and Driver, immediately ran over to remove the cake for her. The

resident was able to make it to her bake sale, and as a thank you she sent a full pound cake to the office staff for all of their efforts with the community!

*Thank you, **Walter**! Your willingness to stop what you were doing and run quickly to remove the cake made a difference that day for this resident! You showed this resident that she is important to us, and that we are all here to help in any way we can. Thank you for providing us a wonderful example of **ELEVATE** in action!*

Helping a Resident During a Time of Need

This August **Carmen Bryant**, Business Office Manager at Artisan at Rush Creek, had the opportunity to serve a resident in a unique way. Carmen learned that one particular resident had run out of money for the month and was actually hungry and waiting for his next check to buy groceries. She told this resident that he could go over to the Church's Chicken in the area and order food for himself, and she would pay for it. The resident was incredibly grateful; so grateful in fact that when his next check came in, he bought a box of chicken for the entire office staff!

*Carmen, thank you so much for taking care of this resident in a situation when he really needed help. Thank you for your selfless action that showed him how we **ELEVATE** the care for our residents.*

Ready and Willing to Help Where Needed

Darlene James, Dietary Aide at The Landing at Stone Oak, is a loyal Franklin Companies staff member who is always willing to help out where she is needed. For a short time, Darlene served at TPC Parkway to fill a vacant position. Since that time, she returned full-time to The Landing, where she not only serves as a Dietary Aide, but also helps out with the laundry service, as well as the Life Enrichment activities. In fact, she has helped increase resident participation in the community's planned activities. Everyone agrees that her enthusiasm is contagious and her constant smile is appreciated.

*Darlene, thank you for your selfless service to our residents and your service to your colleagues. We value your contribution and are honored to have you as a part of the Franklin Companies team. Thank you for providing us a wonderful example of **ELEVATE** in action!*

Coming Together to Finish the Job

During August, the Rush Creek Team, including **Beatrice White** and **Eva Hampton**, stepped up in a big way to help **Ryan Baldwin** organize, update, and validate housing records and paperwork in the days leading up to an important audit. Beatrice and Eva even took time out of their weekend to come up to the office and sort through files that were in need of maintenance and updating. In fact, all of the DFW teams at Rush Creek, Artisan Ridge and Franklin Park DeSoto, have been working together diligently to make sure all of the paperwork for the communities is in order.

*Thank you **DFW Teams**! Even paperwork and filing needs to be **ELEVATED** some times. Thank you for your dedication!*