

'Green Team' Formed by Residents

During a bus ride back from a World Affairs Council program on the importance of recycling, Len Greger and several other Willamette View residents decided they needed to do something as an organized group.



*Len Greger,
Green Team Chair*

"We decided to form a committee to provide education and awareness of recycling among our fellow residents. Why was it important, how can they participate, and what can and cannot be recycled. We developed a mission statement and purpose and soon the Green Team was on its way," says Greger, the committee chair.

The committee met with the Willamette View Resident Council for formal approval, then with staff and Clackamas County officials to develop a program. Rosalynn Greene, Clackamas County Sustainability Analyst was impressed. "This

was a resident initiative. The peer-to-peer aspect of the education effort means that the potential to change behavior is much greater. We have worked with other retirement communities, including Willamette View in the past, but this is the first resident-directed proactive effort we have been part of. The potential is very exciting."

Green Team members have gone door-to-door to provide personal training to fellow residents. In addition, the committee developed instructional display boards in recycling areas to ensure that residents have as much information available to them as possible. According to Greger, "We anticipate continuing these efforts for a long time. New residents will also receive education about our program. Keeping the sustainability message as part of our culture at Willamette View is important. Recycling, reusing, and reducing waste is everyone's job.

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WILLAMETTE VIEW Currents

Winter 2010

Craig Van Valkenburg Named New Willamette View CEO



After a national search for a CEO, the Willamette View Board of Directors offered Interim CEO, Craig Van Valkenburg, the position on a permanent basis. And better yet, he accepted. Board Chair, Sonja Conner, announced the appointment during the December

semi-annual Resident Association meeting and received a thunderous round of applause from the audience. Craig served in the interim position since August 2009, following the departure to Colorado of former CEO James Mertz. His official start date as the CEO of Willamette View, Inc. was January 1, 2010.

Craig comes to the position with a high level of familiarity with Willamette View, having been a member of the Board of Directors for the past 18 months. He has a broad background in the healthcare and senior housing industries, having served in various finance positions with Brim & Associates; Executive Director of Northwest Providers Network, a management service company owned by thirteen not-for-profit senior housing communities in

Oregon, including Willamette View; and finally as an executive and then CEO with Anesthesiologists Associated, Inc. (AAI). He served as AAI CEO from 2001 to 2008 when the company was sold to a competing firm, then worked on the assimilation of the businesses and eventually left the company in June of 2009.

"I have been familiar with continuing care retirement communities and healthcare my entire career," says Van Valkenburg. Serving on the Board at Willamette View appealed to me because of that familiarity. And when there was a need for an interim CEO here, I agreed to serve in that capacity. As I served and got to know the residents and staff better, the connections with people grew stronger. After much consideration I decided that I might have some things to offer."

"I am very excited about the future of Willamette View. We are looking at our vision for the community and will be working to refresh our strategic plan in 2010 with goals and visions for 1-, 3-, 5- and 10-year cycles, where we are looking at all aspects of the community for effective use of funds and staff to be sure we are operating efficiently. I look forward to helping

continue to improve on the great tradition of service that Willamette View has offered for over 55 years."



Terry Clark Retires After 12 Great Years

The faces of those who attended Terry Clark's retirement party on December 30th say it all . . . residents, friends, family, co-workers, and those planning a move to Willamette View, all warmly thanking Terry for his 12 years of service.

Anyone who had considered moving to Willamette View during the past decade most likely talked to Terry or taken a tour of the campus with him . . . where they learned that he was truly here to help them make the right decision for their future.

"I loved working at Willamette View," says Terry. "The caring and giving that went on when talking with folks about moving to Willamette View is not like the sales process in most businesses. I have been involved in so many steps along the way for new residents -- from the initial call-in to the final move-in and everything in between. It is great to be a part of that entire spectrum, and then to see them so happy in their new home,



Resident Louise Evans stopped by to wish Terry well.

enjoying the entire experience of living at Willamette View."

"I am going to miss the people I worked with, my co-workers,



Like any good party, there were great gifts for the retiree.

all the residents, and with families to meet their needs," added Terry.

From road trips across the country, interest in digital photography and video, work in his newly insulated shop, and the genealogy program he is creating for his family, Terry is planning to stay busy in retirement.

"It took me two years to decide to retire . . . there was a lot to think about because I truly loved my job, but I have to say that I am also looking forward to this next phase of my life as well."

Thanks for all the great years, Terry. We wish you all the best.

Meet Willamette View's Marketing Team

With the retirement of Terry Clark, the marketing team at Willamette View has taken on a new member. Director of Marketing, Joyce Allmon, and Mark Hollis, Marketing Associate, have been joined by Christine Holloway.

Allmon has been Director of Marketing since 1997. Prior to joining Willamette View, Joyce worked in the advertising and public relations field, and in management in the retail clothing industry.

Hollis has been a part of the Willamette View team for five years. He came to Willamette View with retirement industry experience working in marketing at facilities in Portland, the Oregon Coast and Seattle. Mark is married, with three children and enjoys building hot rods in his spare time.



"Christine is wonderful. She is customer focused and a great addition to the team," says Allmon. "She worked with Terry Clark for several weeks before

he retired as well as with Mark and I during the past month . . . transitioning into the department. We are thrilled to have her here, working with current and future residents and their families."

Members of the marketing team meet with prospective residents about housing options, services and programs, and assist new residents with their acclimation into the Willamette View community.

Top Row: Hugs all around; Second row: Residents Jean Vick and Francie Emerick share a laugh and a memory. Shirley and Jim Strutt came to say good-bye as well. Bottom Row: Future residents, Richard and Marjorie Throckmorton, came to the party to say good-bye and to thank Terry for his help in making the decision to move to Willamette View. Well-wishers were many, including resident John Hodges. Terry and his wife, Delaine.



Christine Holloway Willamette View's New Marketing Associate

Christine Holloway is the newest member of the Willamette View marketing team, joining the group in December, prior to Terry Clark's retirement.

Holloway comes to Willamette View with a broad background in sales and customer service, having spent the past eight years in the mortgage industry as a broker and loan officer. Previously, Christine worked in sales and customer service in the high technology industry for 13 years, in both regional and international sales.

Christine lives in Hillsboro with her husband of 17 years, Michael. They have a combined family of five children, all grown. Christine is a proud grandmother as well, with three grandsons and two granddaughters. She and her husband have a sailboat, and try to spend as much time as they can on it. Christine is also an avid knitter.

"I feel so lucky to be here," says Christine. "Everyone is so friendly and helpful. It is just such a pleasure to give tours of the campus and to show off the community to prospective residents and families. Willamette View has so much to offer, and I am proud to be a part of this special community."

If you would like to reach Christine, call **503-652-6314** or email her at christineh@willametteview.org.

