



Welcome New
Touchtown Communities

Meadow Lakes
East Windsor, NJ

Providence Point
Pittsburgh, PA

Homewood at Crumland Farms
Frederick, MD

Asbury Solomans Island
Solomans, MD

Heritage Commons
Williamsburg, VA

Crestwood Manor
Whiting, NJ

Sarah Reed
Erie, PA

Cascades of the Sierras
Spanish Springs, NV

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FREE United Artists 90th
Anniversary Prestige
Collection of Movies

Purchase Touchtown TV+ this month and receive this enormous classic movie boxed set from United Artists, perfect for hosting your own Touchtown TV+ movie nights. The set includes ninety silver screen classics such as Twelve Angry Men, The Magnificent Seven, Westside Story, Birdman of Alcatraz, The Pink Panther, The Greatest Story Ever Told, Chitty Chitty Bang Bang, Fiddler on the Roof, Rocky, Rain Man and much more. The total retail value is \$870. Not valid with any other offers. Offer expires August 31, 2009. [Contact us for details](#). A separate license is required to legally show in-room movies. For more details, see our July 2009 newsletter.

Tips for Building a Vibrant
Community

Social and physical activities improve the happiness and health of residents. Activities, in turn, lead to increased retention, referral and occupancy rates. Maximizing activity participation is therefore an important part of running a successful senior community.

Keys to increased participation include:

- Creative activity selection
- Resident involvement
- Spawning socialization
- Effective promotion

As activities directors know, persuading seniors to leave the comfort of their quarters and engage in community activities can sometimes be a challenge. To sustain high interest levels, fresh new activities must be introduced regularly. When a newly-introduced activity becomes a big hit within a community, it is a deeply satisfying experience for not only the residents but for management as well.

Making a new activity successful requires a significant amount of effort, beginning with the selection of the activity itself. It takes creative thinking to invent new activities or even to consistently choose ones that are popular. Fortunately, many great ideas are already available through books, DVDs, activities professional organizations, free online resources, and Touchtown's online selection of games and activity ideas.

Maureen Gold, Resident Services Coordinator at Thorne Mill on Steeles in Ontario, Canada, often finds new activities through residents' suggestions. In one case, residents requested a song and dance group. Using Touchtown TV+, Digital Signage and

Calendar to promote the new club, more than 15 members joined. Now the club's activities are completely organized and led by the residents themselves. Getting residents involved early in the planning process is not only critical to an activity's success, but it also significantly reduces the activity director's workload in maintaining that activity.

During new resident orientation, Maureen asks extensive questions regarding social interests and takes careful notes, categorizing areas of common interest. One resident was a big poker player and



wanted to play the game with others. Maureen combed through other new residents' responses to find potential players and also placed an announcement on Touchtown. The poker group became a success but, when some of the players bemoaned the lack of women in the group, Maureen created another Touchtown announcement specifically welcoming women. Now the group is even happier with four women participants.

The best activities are ones that offer the potential for one or more supporting social events. For

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Touchtown Game of the Month

Customer Care will help you increase resident participation by implementing these free puzzles and games

As part of our customer care program, Touchtown introduces a fun new activity each month in its online games and activities section. These activities are specifically designed to maximize resident participation. A good example is the "Then and Now" contest. Residents become involved by submitting past pictures of themselves, while other residents try to guess their identities. This month's activity is a crossword puzzle that can be played by using Touchtown TV+, Digital Signage and Web Portals.

Touchtown makes it easy to introduce these new activities by outlining all the implementation details including the initial organization, online training, step-by-step game instructions, rule handouts and directions for residents, supporting social events, promotion, and ideas for prizes and awards ceremonies. Promotion can include pre-designed announcements using Touchtown TV+, Digital Signage, Web Portal, digital media, printed flyers, and calendars. Activity directors need

only to login to Touchtown and choose a game or activity to begin the process.



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instance, most Touchtown Games offer the opportunity for at least two distinct social occasions – one to introduce the game and its rules, and the other to celebrate and award the winners.

Effective promotion is essential to achieving increased participation. Some common promotional methods include flyers, newsletters, and activities calendars, as well as introducing new activities at events that are already popular.

Promoting activities using traditional means is not always enough, however. Betsy Boone, Activities Coordinator at The Forest at Duke in North Carolina, noted that, although printed activities books are issued every month, residents still often need reminders to sign up for activities before deadlines pass. For this they use Touchtown TV+ and Digital Signage.

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Betsy notes that Touchtown Digital Signage is a separate opportunity for socialization. From her office she often notices groups of residents gathering around the large TV screens, responding to the events, news, weather and other information that is posted. Community staff also use the signs to stay informed about daily events and any changes that may have occurred.

Touchtown Web Portal email and forums are also an excellent way to keep residents informed about new activities and clubs. Best of all it provides an easy way for residents to provide feedback about current activities, submit new event requests, and even sign up for events in advance!

Touchtown Wins Technology Collaborative Award



The Technology Collaborative (TTC), an economic development organization that supports the growth of Pennsylvania's world-class robotics, cyber-security and digital technologies industries, recently awarded funding to Touchtown for its new Safety product. Touchtown Safety is designed to survive complete loss of power, landlines, and cell phones, and to locate residents with pinpoint accuracy. While many safety devices enable residents to contact community staff, Touchtown Safety also enables staff to broadcast important information, reminders, alerts and instructions directly to the residents in case of emergencies such as fires, tornados, hurricanes and floods. Touchtown plans initial installations in late 2009 and full deployment in 2010.

The Move to Digital Television

The federal mandate requiring consumers to move to digital television also affects television service to senior communities. Touchtown has the expertise to guide you through the process. We fully understand the digital requirements and will work with you and your local satellite or cable provider during the transition to ensure continuing service of your in-house channels. Even better news, the cost of digital equipment for in-house TV is roughly one third less than before. This translates into significant cost savings for new digital Touchtown installations, as well as upgrades of existing systems from analog to digital.

For more information email info@touchtown.us.



Upcoming Touchtown Events

The Traci Bild Premier Seniors Housing Sales Conference
September 17-18, Tampa, FL

AHCA/NCAL Convention
October 4-7, Chicago, IL

AAHSA Annual Meeting & Expo
November 8-11, Chicago, IL