

touchtown

News You Can Use from the Touchtown Community

Holiday Kit Training

April 16, 2008, 12:00 pm ET
Join us for a helpful webinar on how to add Memorial Day, Mother's & Father's Day content to your Touchtown show.

RSVP: info@touchtown.us

Upcoming Tradeshows

2008 AAHSA Future of Aging Services Conference, Washington, DC, March 31

2008 ALFA Conference & Expo, Gaylord Palms, Orlando, Florida, May 29-31

2008 AAHSA Annual Meeting & Exposition, Philadelphia, PA, October 12

Welcome New Touchtown Communities

- Leisure Care: Tapestry at Village West Gate
- Kisco: Abbotswood at Stonehenge, Heritage Towers and Park Plaza at Orange
- John Knox Village: Lee's Summit
- Bivins Memorial
- Southminster
- Life Care Services: Timber Ridge at Talus, Harbour's Edge, Essex Meadows and Covenant at South Hills
- CPSI: Hillcrest
- Manor Park, Inc.
- Vantage Point Retirement Living: Mallard Landing
- St. John's Meadows
- NCPHS: The Sequoias, Tamalpais and Portola Valley

Spell Check and Video Clips Now Available!

Spell Check is here! Touchtown's newest feature will eliminate embarrassing spelling errors from your in-house television shows, digital signage shows, web shows and printed calendars. Touchtown Spell Check highlights potential misspellings, capitalization mistakes and duplicate words. It suggests corrections, and even lets you add words to your community's custom dictionary.

More good news... if you've got Touchtown TV+, you can now insert digital video directly into your show! TV+ handles all sorts of videos, from short "YouTube" style clips up to full length movies. You can insert them into your regular slide rotation or schedule them to play any time of the day!

These two new features are now available on a limited basis. If you want to sign up for early access to these features, email us at info@touchtown.us with Beta Test in the subject line. General release is scheduled for the end of March.



CPSI and CHHSM Member Fairhaven Retirement Implements Touchtown

Fairhaven Retirement Community, located in Whitewater, WI, delivers Touchtown TV+ on Channel 15 and residents can't stop talking about it! The community implemented Touchtown's unique calendar feature and webshow to deliver important community information to families, friends and prospects via www.fairhaven.org.

"We are exceedingly happy with the Touchtown installation," reported David Yochum, Executive Director. "We found everyone [at Touchtown] to be extremely helpful and professional. The system works as promised and our residents are very happy with the change."

Fairhaven saved money when they took advantage of the discount offered to all CHHSM and Care Purchasing Services, Inc. (CPSI) members. Touchtown is the preferred provider of in-house television systems for all CPSI member communities.

There are many features of the Touchtown solution that Fairhaven is just beginning to explore. They continue to have fun finding new ways to communicate with their residents about calendar items and important information. Families enjoy their ability to see what is going on at Fairhaven through the website.

If you have been considering in-house television, email us at inquiry@touchtown.us to schedule a demonstration for your community.

Touchtown Updates

Have you noticed the new Touchtown Updates in TV+ and Resident Web Portal? If you haven't already, please click on any of the links to see what's new! The Updates include Announcements from Touchtown Customer Care & Marketing, including:

- New features
- Training Guides & Videos
- Free Games & Activity Ideas
- Touchtown Collections
- Product Enhancements
- Newsletters
- Training Schedules
- And much more!

It's a great way to stay up-to-date on what's new at Touchtown. Look for it next time you log in!

Add Background Music to Your In-House Channel

Do you ever turn on your television for background sound when you are hanging around your house or apartment? You are not alone. When communities add background music to their in-house channel, they enjoy increased viewership. Residents tune in more often and for longer periods of time.

Touchtown's team can help you connect background music at no charge to your community. There are several different methods, including CD-ROM based music, .MP3 music files stored on your hard drive, iPods connected to your broadcaster, or just a radio.

Every community should have background music playing on their in-house channel, and we can help. If you want to connect background music to your Touchtown TV+ system, call Customer Care today.



Activity Exchange

We'd like to hear from your community about your weird, wild, and wonderful activities and traditions. Over the years, Touchtown has learned of so many different activities, from frog jumping to jump roping. Tell us about your most unusual activities and we'll create template designs to match! Email us at info@touchtown.us.

Calaveras County Jumping Frog Jubilee

Fair Dates: May 14-18, 2008

It's that time of year again! Don't miss this year's theme, "Heard it through the Bovine." The fair will feature exhibits, entertainment, rodeo, horse events, livestock exhibits and the best little carnival in the west. Sign up with your Activities Director today!



Recycling at Touchtown

As part of our annual planning process, the Touchtown team made a commitment to environmental responsibility for the New Year. Our first major project was a comprehensive recycling program. In addition to the usual office paperwork, we also handle a great deal of packaging material as a result of our Touchtown TV+ installations, and we wanted to make sure that the waste materials were recycled instead of ending up in landfills.

Setting up the program was straightforward. We installed small blue paper recycling bins at every desk in the office. More importantly, we installed two large bins for collecting cardboard from our receiving, packaging and shipping operations. Once these were in place, we let everyone in the office know that they should discard paper and cardboard in the appropriate recycling container. And finally, we worked with our cleaning company to make sure this material ended up in the recycling dumpster instead of the regular trash dumpster!

The results have been impressive: we estimate that the Touchtown office now recycles over 90% of all paper and cardboard waste!