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For Immediate Release

Kisco Senior Living's The Fountains Receives 2008 Best of the Best Award
Assisted Living Federation of America national award recognizes innovative business practices

ALEXANDRIA, VA—The Assisted Living Federation of America (ALFA) has awarded Melbourne, Florida's **The Fountains**, a community operated by Carlsbad, California-based **Kisco Senior Living**, its 2008 Best of the Best award, a national recognition reserved for the nation's most innovative and effective business practices in the senior living industry. The company is one of only 14 companies to receive a Best of the Best Award this year. All the 2008 winners are profiled in the June issue of *Assisted Living Executive*, ALFA's flagship magazine.

"These innovations recognize companies that have put their imaginations to work to continually improve and streamline operations, enhance resident care and services, retain and train quality employees, and much more," says ALFA President and CEO Richard P. Grimes. "Plus, the industry-wide benefit of the Best of the Best Awards is the program's ability to multiply excellence as other companies adopt similar best practices or parts of outstanding programs as a result of this important recognition program."

The Fountains was recognized for its 10 Steps for Quality Service program, which the community rolled out last year to enhance dining services quality. All newly hired staff must train side by side with certified servers for at least 12 hours before ever being released to work alone on the floor. Servers also experience two hours of classroom training, after which the server is "secret-shopped" by one or more of six resident volunteers who prepare a written report. This integral and final step in the certification process takes place during normal service hours and is unannounced to the server-in-training.

Using residents as shoppers keeps costs down and also gives them a stake in the process, says Jamie Lemon, The Fountains' executive director. Once a server has successfully completed the entire training program, he or she receives a certification pin presented during the monthly all-associates meeting. He or she also gets a raise, which was another helpful incentive when asking existing dining staff to undergo additional training, Lemon says.

As for resident response, satisfaction surveys have shown an overall satisfaction increase for dining services of 19 percent over the previous year, bringing the overall satisfaction score up to 96 percent.

This year's ALFA Best of the Best Awards competition received the most submissions since the program's debut two years ago. Companies submitted answers to a brief questionnaire available on the ALFA Web site along with narratives about their innovative business practices.

For details about each winning strategy, see the cover story of *Assisted Living Executive's* June 2008 issue, or contact Marlene Hendrickson (mhendrickson@alfa.org). Winners also were honored at a special ceremony during the ALFA 2008 Conference & Expo, May 29-31, at the Gaylord Palms Resort in Orlando, Florida.



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About the Assisted Living Federation of America: ALFA is the largest national association exclusively dedicated to professionally managed assisted living communities for seniors. ALFA serves as the voice for senior living and advocates for informed choice, quality care, and accessibility for all Americans needing assistance with long-term care. Go to www.alfa.org for more information.

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ALFA BEST OF THE BEST AWARD

WINNER

The Fountains/Kisco
Senior Living's great
idea advances
operational excellence



Winner:

The Fountains/
Kisco Senior Living

"10 Steps for Quality
Service"

