



update

October 30, 2008

Dear Employees, Volunteers,
Residents and Family Members:

The affiliation of Souderton Mennonite Homes (SMH) and Dock Woods Community (DWC) is well underway. Once affiliated, we will have a common structure, or parent company, and that entity will need a name. As I mentioned in an earlier letter, we engaged Varsity, a marketing firm with considerable experience in our industry, to help us brand this new parent company.

To ensure that the name and brand we establish effectively represent both of our communities, Varsity spent a good deal of time over the past month and a half engaging residents, employees, volunteers and leaders of both organizations. The interviews and surveys asked a variety of questions, designed to give Varsity a good feel for life at both communities, and why people choose to live, work and volunteer at each community.

While I'll review the findings in greater detail at a future meeting, here are some highlights:

- Providing excellent care is our highest priority
- Faith connections are important to all constituent groups
- We are mission-driven organizations
- There is a strong trust in leadership
- Both SMH and DWC provide a strong sense of community

The employee and volunteer surveys also asked respondents to determine how much (or how little) they associated a number of key words and phrases with their community. While some respondents may have felt that some of the words didn't apply at all, the exercise was very useful, as it helps Varsity compare and contrast both Dock Woods and Souderton with other communities nationally.

We had great participation all around, and I thank all those who took the time to share their thoughts and show their commitment to our communities. As I mentioned, we will be scheduling meetings in a month or so to share additional details and to announce the name of our shared parent company.

If you have any questions, please contact me via email at ebrubaker@dockwoods.com, by phone at 215.368.4438, or respond via our affiliation e-mail at affiliationinfo@gmail.com. You can also review past communications and frequently asked questions at the Information Stations on each campus, or online at www.SMHDWCAffiliation.com.

Sincerely,

Edward D. Brubaker, NHA
President/CEO
Dock Woods Community



Dock Woods Community

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