



September 11, 2008

# update

Dear Employees, Residents and Family Members:

Both the Integration Task Force and the Communications Task Group already have met several times, and are working hard to ensure that the affiliation of Souderton Mennonite Homes and Dock Woods Community comes together in a timely fashion, and that you are informed throughout the process. Highlights of the meetings can be found in the Information Stations at both communities.

One of the major undertakings of these two staff-driven groups is the naming of the new parent company. The Communications Task Force looked at many branding and marketing firms to help us in this process. In the end, we selected Varsity ([www.varsityone.com](http://www.varsityone.com)), a leading marketing firm with extensive experience in our industry, to be our business partner in the naming process. In addition to Varsity's extensive experience, its employees understand that branding is an inside-out process — meaning that residents, employees and leadership must be actively engaged.

The process for determining the name and brand of the parent company will include resident focus groups, phone interviews with a number of key leaders, and a web-based survey for staff and volunteers. With input from so many members of our communities, we are confident that we will establish a name and brand for the parent company that will effectively represent both of our fine organizations. Of course, the names of our individual communities—Souderton Mennonite Homes and Dock Woods Community—will not change as a result of this process.

Should you have any questions on the naming and branding of the parent company, please contact Russ Mast at 215-368-4438 or e-mail [affiliationinfo@gmail.com](mailto:affiliationinfo@gmail.com).

Sincerely,

**Edward D. Brubaker**  
*President/CEO*  
Dock Woods Community

**Orville L. Yoder**  
*Interim Executive Director*  
Souderton Mennonite Homes



**Dock Woods Community**

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