



Update

August 4, 2008

a newsletter for those interested in
Willow Brook Christian Village and
Willow Brook at Delaware Run

**You are cordially invited to our
August Rally and Resident Art Show
Thursday, August 21, 2:00 p.m., at
Willow Brook at Delaware Run
25 Delaware Crossing East
Delaware, Ohio 43015**

*Please RSVP by calling 740-201-5640 or 740-369-0048, or
register online at www.willow-brook.org*

We had another standing-room-only crowd for our Summer Rally on July 24th. If you were there, couldn't you feel the passion? I was moved as you were by the positive spirit among those in attendance. People came out who were eager to learn about retirement living at Willow Brook. Afterwards, most took advantage of our invitation to tour homes and apartments at both of our Delaware campuses.

A Rally is an easy way to learn about Willow Brook with no obligation. You will be sitting in a banquet room filled with peers watching the live show. You are welcome to ask questions, or not. You can leave your name and contact information, or not. In the span of an hour, you will be able to decide if life at Willow Brook is for you. Then, if you wish, you will be able to walk through our homes and apartments.

We work hard at Willow Brook putting together communities we think you will like. The payoff for my team and me are these Rallies – all the

smiles, applause, the positive comments and eager questions, the oohs and the aahs. The crowds at these Rallies make all our efforts worthwhile. In fact, you make this job fun. I can't imagine doing anything else in life.

Construction's progress...

If you have been by our Delaware Run community lately, you have seen the inspiring progress in the construction of our Village Square project. We are building three stories of apartments, the healthcare centers, restaurant, and all the rest that will become the centerpiece of this 50-acre campus.

Framing has started on the third floor and you can now get a good idea of the building's form. It blends beautifully with the trees and twin-single homes that already grace the acreage on West William Street (Route 36) in Delaware. Before the snow flies, we intend to have it all under roof and closed in. Crews will be able to work inside all winter, pressing for completion next spring.

We expect to be moving people in this time next year.

When you drive by, you will notice that we are using concrete and steel in the construction of this grand facility. This is much superior to wood framing. It gives the building a "solid" feel, even on the upper levels, and it is much more fire-safe.

Willow Brook takes top honor at food festival...

Willow Brook was voted "Best Entrée" at the Taste of Worthington food festival last month. Those attending had the opportunity to taste samples of culinary creations from the chefs at some of the better restaurants in Worthington and north Columbus, and vote for their favorite. We won by 99 votes, which is a significant margin.

Last year, Willow Brook was voted first place in the appetizer category. The year before, 2006, we took second place in that category.

It is difficult for me to overstate my sense of pride in our culinary team. We recruit chefs from some of the best restaurants in Central Ohio and turn them loose in our kitchens. The results are spectacular.

If you have never dined at Willow Brook, you have a standing invitation to be our guest. Call Kathi at The Village or Carol at Delaware Run for two complimentary tickets.

How about a sleep-over?

Would you like a taste of life in a Willow Brook community? We want to offer a complimentary overnight stay in the guest suite at *Willow Brook Christian Village*. Dinner in our Courtyard Restaurant will be on us. You will have lots of time to wander the halls, stroll the walking paths and

sidewalks, chat with residents, and maybe join in a sing-a-long or lecture. This will give you a glimpse of life at Willow Brook as you consider the possibility of a move here.

To schedule a date, call Kathi at (740) 369-0048 or Carol at (740) 201-5640.

Delaware County recognized by Forbes...

Delaware County, home of both Willow Brook communities, has been named by the online version of the national business publication *Forbes* as the fifth-best place in America to raise a family. Read about it in a June 30th article on forbes.com. *Forbes* compared school districts, the cost of living, home prices, the number of occupied homes, crime rates, income, parks, attractions and commute times in ranking “America’s Best Places to Raise a Family.”

(Of course I would have included “outstanding retirement opportunities,” but they didn’t ask me.)

No sales commissions...

There is a department store in Columbus where I occasionally shop for a suit or sport coat. I confess there are times I would rather not go in there. Whenever I walk into the men’s department, I am met by a vulture working on commission. He starts pulling clothes off the rack and holding them up to me, and telling me how great I would look in them. (That’s a sure tipoff that the vulture is on commission. I might look OK in them, but I never look *great*. I have mirrors.) When I tell the vulture I am just looking, he slips back a couple of rows and pretends to be straightening the merchandise, all the while keeping one eye on me. As soon as I pull a suit off the rack for closer inspection, he swoops to my side with a tie, showing me how nice it would go. I almost have to be rude to get the vulture to leave and let me shop in peace.

There actually have been times when I resisted the urge to browse in that department simply because I didn’t feel up to dealing with the vultures. That’s what commission selling does to the customer relationship.

At Willow Brook, Becky, Kathi, and Carol work on salary. No commissions. This should bring you peace as you “shop” at Willow Brook. You won’t get a high-pressure squeeze, no arm twisting, no manipulative flattery. They will simply sit down with you, tell the Willow Brook story, and answer your questions. You will make a decision at your own pace. And when you do decide to join us, we will celebrate with you – not because it means a commission in the paycheck of a team member, but because you

will have made a choice that will have lifelong benefits to you and your family.

The August Rally...

Plan to come to our Rally and Resident Art Show on Thursday, August 21st, starting at 2:00 p.m. We will be at our new community, *Willow Brook at Delaware Run*, on West William Street (Route 36), about two miles west of downtown Delaware. Drive to the Five Star Event and Catering Center, 1502 West William Street, immediately west of the Delaware Run campus. We'll tell the Willow Brook story in pictures and testimonials. If you have been to past Rallies, you will hear some of the basic information for the newcomers. But we also will share fresh news and perspectives. You will never come to a Rally and not take home some new insights.

After the Rally, you will be invited to visit resident art displays in twin-single homes next door on our Delaware Run campus. We have a good number of accomplished artists and sculptors living at Willow Brook. Some have produced "museum quality" pieces they want to share with you. I believe you will be moved as you walk through our open homes and view their creations.

Please RSVP by calling 740-369-0048 or 740-201-5640, or register online at www.willow-brook.org.

What an honor it is to lead this great Willow Brook organization. I count it a privilege to serve my senior friends. (They may be barely my senior now, but I am gaining on them fast!) Please come and join us for the Rally on the 21st. If you have already signed up, I hope you will still come to meet and greet. We will do our best to give you straight, honest information. This time you will have the bonus of enjoying resident art displays in our open homes. See you on the 21st!

With love to all,

Larry Harris, CEO

*Willow Brook Christian Village
100 Willow Brook Way South
Delaware, Ohio 43015
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Website: www.willow-brook.org