

REFLECTIONS

VOLUME 47 NUMBER 1 | SPRING 2025 | OUR STRONG FOUNDATION



WILLOW BROOK
CHRISTIAN COMMUNITIES

DEFINING THE WILLOW BROOK WAY

CONTENTS

OUR NEW LOOK

4,5

Willow Brook Christian Communities has a new mission statement, and has created a vision statement and values – the foundations of who we are. We also have a new logo!

OUR STRONG FOUNDATION

6,7

By Adam Metz, Chaplain, WBCC
Hear from our Chaplain Adam Metz about the strong foundation of Willow Brook, and how it relates to our new brand.

LETTER FROM THE EDITOR

“For everything there is a season and a time for every matter under heaven.” Ecclesiastes 3:1

There are multiple examples in the Bible about making things new, and how in Christ, we ourselves are a new creation. Not only is this hopeful, it reminds us that change is constant and that our world is in a perpetual state of movement. Movement is life!

And so, too, it is with Willow Brook. As one of our board members so beautifully put it, “The business that focuses too much on its past is very likely to forfeit its future.” With over 50 years under our belt, forfeiting our future is not something we are willing to do.

For many months, we have wrestled with what it means to become new while staying true to our core values; to reexamine the heart of our mission; and to put into words our hopes for the future. Clarity is the result of this kind of questioning, and it prompts evolution from what we were to what we are and to what we want to be.

We are delighted to devote this issue to sharing with you our new mission, vision, and values as well as our new logo. For decades, Willow Brook has been a well-kept secret. But what we do here is worthy of shouting from the mountaintop! Our people, our care and compassion, our commitment to mission, our beautiful campuses, and most importantly, our rootedness in CHRIST are clarion calls to live here, work here, and find joy here.

These changes are the sign of a healthy, financially secure, thriving organization that wants to be better every day and truly embody our mission, vision, and values. Guided by Christ's love (and the heartfelt support of our board, teammates, residents, and community), we know we can.

Cover Photo: Willow Brook Christian Communities' new logo

Willow Brook Christian Communities

Three campuses • Not-for-profit • Churches of Christ

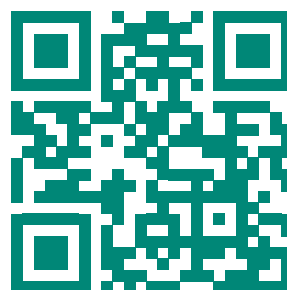
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Independent Living • Skilled Rehab
Transitional Living • Respite
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willow-brook.org



Photo by Christina Dresdow

FIRESIDE CHATS WITH CEO TROY MCKNIGHT

Troy McKnight, CEO of
Willow Brook Christian
Communities.

MOVING FORWARD TOGETHER

As we continue to navigate the changing landscape of today's senior living housing market, it is essential to reflect on the strong foundation that has brought us this far. Our Christian roots have always been the cornerstone of our values, guiding us with principles of Compassion, Harmony, Respect, Integrity, Spirituality, and Trust. These values are not just a part of our history; they are the bedrock upon which we build our future.

While change is difficult, it has never been clearer: to stay relevant, we must evolve and adapt, embrace innovation, and be open to new ideas while staying true to our core beliefs. Both are essential as we strive to meet a broad range of needs at three distinct campus communities and welcome new residents and teammates into the fold.

That is why I am excited to announce our new branding initiative, which beautifully combines our rich history

with a bright and hopeful vision of the future. Our brand identity embodies our commitment to honoring the past while looking forward with optimism and determination. It symbolizes our dedication to quality care, strong community ties, and the unwavering faith that has always guided us.

As we embark on this exciting chapter for Willow Brook, I invite you all to join us in celebrating our heritage and embracing the opportunities that lie ahead. Together, we can continue to make a positive impact while upholding timeless values that compel us to "walk our talk," with Christ leading the way.

We have the blessing and privilege of impacting lives every day through servant leadership, an unwavering expectation of excellence, and the hope and fulfillment that true community provides. I invite you to join us as we courageously move forward -together- ready to Thrive in '25!

MISSION

Guided by Christ's love, Willow Brook creates joy-filled community for residents and teammates to live, work, and thrive.

VISION

Willow Brook is committed to doing good at every opportunity as we serve, innovate, and plan for the future.

VALUES

C

COMPASSION

We lead with empathy, kindness, and love.

H

HARMONY

We cultivate unity and human connection.

R

RESPECT

We honor each person's dignity and choices.

I

INTEGRITY

We act honestly and ethically.

S

SPIRITUALITY

We nurture and support spiritual growth and personal fulfillment.

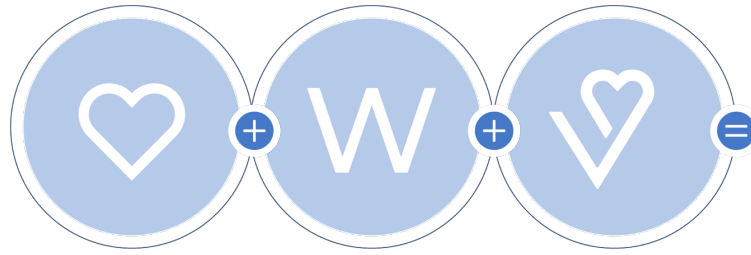
T

TRUST

We build confidence through transparency and clear communication.

Introducing Our New Logo and Brand Identity for Willow Brook Christian Communities

At Willow Brook Christian Communities, guided by Christ's love our mission of care, connection, and community has always been at the heart of everything we do. Today, we're excited to unveil a new logo that represents our growth while honoring the values and traditions that built our foundation.



THE HEART

A continuing symbol of our legacy of compassion and care, reflecting the nurturing environment we create for our residents, families, and team members

THE LETTER "W"

Our new logo features an iconic design that subtly forms the letter "W"

THE EMBRACE

The interwoven elements also symbolize connectivity, emphasizing how relationships and community are central to our identity

THE LOGO

This updated design is more than just a visual change, it's a symbol of the love, support, and unity – the joy – that defines life at Willow Brook Christian Communities



Before:



After:



WILLOW BROOK

CHRISTIAN COMMUNITIES

“We've all known that Willow Brook is the best kept secret in central Ohio — a gem that residents and their families appreciate once they've entered our doors.”

—Karen Susenna, Board Chair,
Willow Brook Board of Trustees

OUR STRONG FOUNDATION

By Chaplain Adam Metz

Cedar Point, long known as “America’s Roller Coast,” will be opening Siren’s Curse, its 19th roller coaster, this summer. I cannot wait to ride it, but I am not sure any roller coaster will ever surpass my love for the Millennium Force. I still remember driving all the way from Nashville to ride it the year it opened. It was life-changing! Few things give me a thrill equal to when the train latches on and starts that massive 300-foot ascent right out of the gate.

It is an intimidating ride, but I have never once felt unsafe. Never have I thought about the train coming off the tracks or the structure failing. Accidents have happened in the past, but roller coasters (like airplanes) remain incredibly safe. One of the reasons I feel safe is because while you are waiting in line for the Millennium Force, you walk right along the track. You see the cement footers undergirding the whole ride, and you can see that the track hardly moves while the trains zing by at over 90 miles per hour.

Incredibly, those concrete footers are buried 30, 40, and even 50 feet into the ground! They are built to withstand earthquakes, high winds, and the changing seasons. As it turns out, the most important part of a roller coaster is underground! Just like our houses, the foundation is more important than anything you can see.

Jesus references this idea at the end of his famous Sermon on the Mount. Having presented some of the most prominent teachings in the history of the world, he ends by describing the people who obey those teachings as people who build their house on the rock as opposed to those who do not, building their house on the sand. Having a deep and solid foundation built on rock makes it virtually impossible for it to fall. Having a shallow and sandy foundation, however, makes everything vulnerable and uncertain.

Just like those huge roller coaster tracks, Willow Brook has built its foundation deep into the rock and on the solid foundation of Christ. For over 50 years, it has sustained its share of earthquakes, high winds, and changing seasons – yet we remain strong and vibrant. Just like that roller coaster foundation, much of Willow Brook’s foundation is underground and behind the scenes.

“Our mission, vision, and values were developed at the grassroots level with input from residents, teammates, and community partners with the complete backing and endorsement of the Willow Brook Board of Trustees. I am very excited by these clarifying and guiding principles.”

—Terry Irwin, MD, Vice Chair, Willow Brook
Board of Trustees

One of the reasons why I never worry about the roller coaster jumping the tracks is because I know it receives regular inspections and tests to ensure my and others' safety. When the original company installed the coaster, it was understood that to perform at its best for as long as possible, it would require regular maintenance, inspections, and upkeep.

In the same way, Willow Brook has been going through its own inspections and updates. We have not set out to build a new roller coaster or start over from scratch. Rather, we have been building on our rock-solid foundation. Our own footers are anchored in the Christian tradition. They inform the values that set us apart from others and support and inspire everything we do. It is not a new foundation but a new way of articulating that foundation for new generation.

In fact, I cannot wait to see it!

I plan to be back in Sandusky this summer checking out the Millennium Force, which I hear got a new paint job this offseason. Perhaps there will be some

tweaks here or there, brighter colors, and updated train cars, but it is always the same beloved roller coaster I have been enjoying for over 20 years.

Our experience at Willow Brook in 2025 is going to be similar. Yes, there will be some updates and freshening up, but Willow Brook will still be the same beloved community serving those who are already part of the fold, and welcoming a new generation of residents, teammates, families, and friends.

The business that focuses too much on its past is very likely to forfeit its future. There are different needs, obstacles, and opportunities now, and yet CHRIST is literally embedded in our values, and this sets us apart from the secular world and conveys what we desire to achieve."

–Roger Pickens, DDS,
Secretary/Treasurer, Willow Brook Board of Trustees



William O'Sullivan
Willow Brook Run

SECOND MILE

Each year around Christmas, at all three Willow Brook campuses, teammates are nominated by fellow teammates and by residents for The Second Mile Award - an award which recognizes the teammate's dedication and hard work and their willingness to "go the extra mile." This year the awards were presented in person at our Willow Brook Teammate Christmas Party! Congratulations to our 2024 recipients; we are so thankful for all you do for Willow Brook!



Eric Radcliff
Willow Brook Home



Dyanna Dauphin
Willow Brook Village

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The new logo and rebranding work is critical as we think about the future of Willow Brook. Sharing a clear message to our stakeholders, building a stronger media presence, and unifying our campuses are essential as we prepare for the future. The resulting mission, vision, and values unify us not only in what we do, but why we do it.

—Peggy Tidwell, Immediate
Past Chair, Willow Brook
Board of Trustees