



Metropolitan Senior Network Quarterly

Winter 2010



Our Mission

We are dedicated to promoting the professionalism of marketing, resulting in appropriate housing and long-term care for residents.



“Lessons in Excellence from Charlie Trotter”

Opened in Chicago in 1987, Charlie Trotter’s Restaurant is regarded as one of the finest restaurants in the world. Following are excerpts from Paul Clarke’s book “Lessons in Excellence from Charlie Trotter.”

In the early 1900s, Henry Ford put forth an audacious goal: to democratize the automobile; to put it within the reach of everyone, from the wealthy to ordinary working people.

In the 1950s, following the war, Sony Electronics executives set out to make their company best known for changing the worldwide poor-quality image of Japanese projects.

In the 1960s, Boeing CEOs set the goal of becoming the dominant player in commercial aircraft and bringing the world into the jet age.

The lesson? The monumental challenges these leaders set for themselves and their companies energized generations of workers and allowed history to be made.

In major corporations and in small business, only a challenged and motivated leader can effectively spur employees to strive for excellence. For you, self-challenge must become a way of life.

Many entrepreneurs, basking in the reputations of their successful, highly regarded companies, become overconfident and then complacent. Resting on their laurels, they lose sight of the vision that inspired them in the first place, and excellence begins to erode.

Clients, peers and competitors will challenge you from time to time, but that’s not enough. “You can have a hero, you can look to somebody who inspires you, but ultimately you have to continue to devise ways to motivate yourself and to keep things interesting for yourself,” explains Trotter.

The greatest way to challenge yourself is to constantly change what you do. Look for different ways to execute your work, identify new methods to organize, supervise and monitor tasks and projects and continuously develop new company tactics and strategies.

Rare is the person who can superbly perform the same work day in and day out for years. So don’t count on that person

Upcoming Meetings

March 3, 2010

Valley View Evangelical
11501 SE Sunnyside Rd.
Clackamas, OR
Speaker: Allison Clark
8:00 AM

April 6, 2010

Sunset Presbyterian
14986 NW Cornell
Portland, OR 97229
Speaker: to be announced
8:00 AM

May 5, 2010

Sunset Presbyterian
14986 NW Cornell
Portland, OR 97229
Speaker: Speed Networking
8:00 AM

*Speakers subject to change



MSN Core
Values

Compassion
Accountability
Respect
Excellence

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Board Members



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Scott Shepperd, Nancy Leifheit

being you. Instead, to keep highly motivated, hunt for new tasks you can perform as part of your everyday job.

You'll also motivate yourself by setting challenging performance and efficiency goals for you and your business. For starters, continuously set new and hard-to-achieve sales, revenue and profit goals. Perhaps you can shoot for higher market share, higher traffic or improved customer service, measured by a research study. It's always smart to work on your company's efficiency too. Find ways to handle more customers at once, discover faster methods to take orders and manufacture and deliver products, plus hunt for ways to conserve energy and raw materials.

Set your sights on prestigious industry awards both for personal and company accomplishments. Many trade, business and professional associations, trade magazines, consumer magazines, foundations and academies offer awards both for outstanding individual and company performance. Find out what awards are available by reading your industry's major trade magazines. At your local library, consult the Encyclopedia of Associations (Gale Research) and the Bacon's Directories of magazines, newspapers, TV and radio media (in print and CD-ROM) to locate the contact information you'll need.

Next, gather the entry forms for several industry awards and study what it takes to be nominated. While it's best to shoot for awards that are challenging, don't pick accolades that are way out of your league. Talk about potential awards all the time with your staff: let them know what the goal is and what it's going to take to get there. Once you win one award, shoot for others.

Stay a step ahead of yourself so you don't become complacent. Once you complete all these steps, challenge yourself to find new ways to challenge yourself.

Most great leaders, like Charlie Trotter, continuously chart new mountains to climb for themselves and their followers. Trotter's has earned four stars from every Chicago newspaper and magazine, plus five stars from Mobile Guide and five diamonds from AAA. The restaurant has twice been named the best restaurant in the world for food and wine by *Wine Spectator*. Trotter himself has been nominated Chef of the Year five times by the James Beard Foundation (an award which he won in 1999), best chef in the United States by *Wine Spectator*, and best chef in the Midwest by the James Beard Foundation.

Is he satisfied? (What do you think?)



Member Profiles

Carolyn Aegerter Take Shape for Life

Carolyn Aegerter, Certified Health Coach for Take Shape For Life (TSFL). Carolyn coaches clients to reach optimal health with a food plan that is simple and safe, especially for people with busy lives. Teaching people to eat six small meals a day, it is her passion to coach clients through the weight loss phase, transition into maintenance and beyond. TSFL is the weight loss plan that works! If you are concerned about weight loss, diabetes II, menopause, high blood pressure, high cholesterol, coronary health, she can help! Lose 2-5 pounds a week. Physician led program. Clinically Proven. Johns Hopkins approved.

Make optimal health a reality, give her a call so she can assist you to achieve your health goals. Carolyn also gives presentations for groups, organizations, and corporations. All health coaches services are free of charge. For more information, call 503-753-2423 or email her at beslimwithme@hotmail.com



Greenridge Estates Assisted Living Community

Greenridge Estates, nestled at the base of Mountain Park in Lake Oswego, is very unique in our industry in many ways.

For over 50 years this family has carried on the tradition of honoring seniors. Today, three generations take the "hands on" approach in every aspect of the daily operations of our community with a dedication and fervor rarely seen. Their saying, "Let our family take care of yours," is more than a statement, it is a principle that the whole staff team lives every day while interacting within our community.

We are repeatedly told how comforting it is to our residents and their families to know that the owners are intimately involved in their health issues as well as their surroundings and that we all celebrate "family".

We are unique also in the fact that we embrace those who are on Medicaid with the respect and dignity deserved by every one of our Golden Age-rs.

For more information or if you would like to come visit our community, contact Megann at 503-635-8818.

**"When you have a true passion for excellence,
and when you act on it, you will stand straighter.
You will look people in the eye. You will see things happen.
You will see heroes created, watch ideas
unfold and take shape."**

-Tom Peters

Thank you to our 2010 Corporate Sponsors



MSN Welcomes New President

Georgia Katsirubas!

**Congratulations Amy Schmidt
Marketing Professional
of the Year!**



Amy Schmidt



Georgia Katsirubas, President



Judy Meyer winner of Integrity Award



Victoria Trabosh, Guest Speaker



Debbie Davis, winner of C.A.R.E. Award



Krista Davis, Outgoing President



MSN Awards Breakfast

Photos by: Claudia J. Howell Photography