



# Villa Rosa: Memory Care with a Personal Touch

by CRYSTAL NAY

When visitors step into Villa Rosa, a memory care facility in Costa Mesa, CA, they're met with something special—a welcoming environment, a caring staff, and a fresh-baked brownie. There aren't many places that extend the same greeting, and Villa Rosa knows that it's those personal touches that set it apart.

"The simple offer of a fresh-baked brownie is indicative of everything Villa Rosa strives to provide to its residents and their families," explains Eugenia Tiu, Executive Director of Villa Rosa. "Things like meaningful activities, meals made from scratch and weekly care plan meetings are just a few of the ways we show our residents and their families how much we care and listen to their needs."

Villa Rosa is a 98-unit memory care community, specializing in caring for those with Alzheimer's disease and other memory-related disorders. After facing several roadblocks during a major remodel, Villa Rosa entered into a management agreement with Western States Lodging & Management (WSLM) in February 2012. With the help of WSLM, the remodel was expedited, and Villa Rosa began accepting new residents later that spring.

It was a smart union with shared perspectives and visions. Paul Fairholm, partner/owner of Western States Lodging & Management, often speaks about the experiences he had when his aging grandmother required more help than his family could provide to her on its own, and later dedicated his life to ensuring that the elderly and their families received the support and care they deserve. This core mission, in addition to an extensive background in both the hospitality and senior living industries, has proved a successful choice. WSLM now owns and/or operates nine senior living communities in Utah, and one in Ari-

zona. When the opportunity arose to manage a beautiful community like Villa Rosa in equally beautiful Orange County, WSLM enthusiastically agreed, adding it to its growing portfolio, and extending its high-quality management into California.

This has translated into continued great care, while simultaneously feeling both relaxed at home and out for exciting activities. The family gathering area at Villa Rosa offers that home comfort of having family visitors, and the vibrant, circus tent-style multi-purpose room hosts activities tailored to the residents' personal preferences. All three daily meals are served restaurant-style, and the kitchen features daily specials and an anytime menu. The living room has the comforts of home, and the game room provides entertainment ranging from movies to board and card games.

Private and semi-private apartments can be furnished with special mementos and personal belongings, and there's assistance with the activities of daily living, such as dressing, eating, grooming, bathing, and more. There is frequent monitoring and 24-hour registered nursing staff and caregivers. Villa Rosa knows the importance of monitoring everything from medication to blood sugar levels and everything in between, but does this while creating a space that provides physical, intellectual, social, and spiritual activities to enhance and promote quality of life.

As part of Villa Rosa's superior assisted care, its team strives for continuous improvement. The desire to always better serve its residents, their families, and the associates leads Villa Rosa to regularly survey its customers, to listen to suggestions, and determine what's best.

These are just a few of the reasons that Villa Rosa Memory Care has been so successful in providing care to its residents. From caregivers to associates, Eugenia knows everyone at Villa Rosa agrees, "One of the core values of the community is putting into action what we call a 'personal touch culture.'"

The personal touch culture radiates throughout the community—even as the community continues to grow—which means Villa Rosa listens with care to the interests and concerns of the residents, their families, and the associates. "It is our goal to reach out and make a heart-to-heart connection with those we serve...We know there is going to be great need for senior living services in upcoming years and are excited to be part of the solution." When it comes to growth, the sky is the limit. But as that happens, Villa Rosa will continue to focus on its residents, and will always invite you in for a fresh, warm-from-the-oven brownie.

**Villa Rosa is located at 2619 Orange Ave. in Costa Mesa. For more information, call (949) 515.0121 or visit [www.villarosamemorycare.com](http://www.villarosamemorycare.com)**