In the Kitchen with Chef Sal

Caprese Chicken wrapped in Bacon

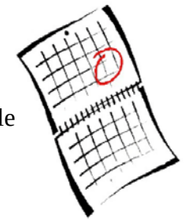
If you had the opportunity to visit us at Riddle Village for one of our exciting open houses over the summer, you had the chance to enjoy Chef Sal's delicious caprese chicken wrapped in bacon. Chef Sal is Riddle Village's very own resident chef, and now he wants to bring his mouth watering recipe to your table!
Bon Appetite!

Preparation Time: 20 minutes
Bake Time: 20 minutes
Serves: 4 people

- **8 Strips of Bacon**
- **4 Boneless Skinless Chicken Breast**
- **1 Tablespoon Olive Oil**
- **½ Teaspoon Salt**
- **2 Sliced Plum Tomatoes**
- **8 Fresh Basil Leaves, Sliced Thin**
- **4 Generous Slices of Fresh Mozzarella Cheese**
- **¼ Teaspoon Pepper**

Bake bacon in an ungreased baking pan at 400° for 8-10 minutes until partially cooked. Use paper towels to drain excess grease. Place chicken in an ungreased baking pan, brush with olive oil and season with salt and pepper. Top each chicken with tomatoes and basil and then wrap each chicken breast with two bacon strips. Bake chicken uncovered at 400° for 20-25 minutes. Top chicken with sliced mozzarella cheese and bake until cheese has melted. Serve immediately. Enjoy!

Upcoming Marketing Events



To truly appreciate the beauty and all Riddle Village has to offer, we encourage you to join us for one of our exciting upcoming marketing events:

Lunch with the CEO
Wednesday, November 10th – 10:30am
Chef Sal's Culinary Delights
Tuesday, November 30th – 10:30am
Holidays at The Village
Friday, December 17th – 10:30am

Seating is limited, so please RSVP early for each event by calling 610-891-3700

KNOW IT... SHOW IT aahsa Quality First

panpha an association of nonprofit senior services

EQUAL HOUSING OPPORTUNITY

Newsletter Committee:
Kristen Bailey
Donna Cahill
Kelly Naylor
This month's contributors:
Bob Bertolette
Bob Bush

Riddle Village Post

Volume 1 Number 1

Message From the President

I would like to personally welcome you to our new marketing newsletter, the *Village Post*, allowing us to keep you informed of the exciting and recent happenings at Riddle Village. Each quarterly edition will provide me with an opportunity to share with you my thoughts regarding the Village and the overall retirement living industry.

Needless to say, these have been very interesting times as it relates to the economy. Many have been worried about their retirement portfolios, the housing market, unemployment rate, and the failing of many businesses. Fortunately, the economy is showing signs of improving. As retirement portfolios and assets begin to stabilize, consumers are becoming more comfortable and we are starting to see an increase of activity in the retirement living industry.

As it specifically relates to Riddle Village, we were able to endure the economic pressures allowing us to maintain our competitive position. The Village continues to meet its financial and occupancy covenants while offering a fee structure that is the best value in southeastern Pennsylvania. At no time were we required to cut contractual services or amenities to our residents. As a matter of fact, we added an additional dining option, the Thoroughbred Lounge, providing an upscale pub-style venue for residents and their guests. In addition, as it relates to the timing of the economic downturn, we learned that the completion of our health care addition in 2008 proved advantageous, allowing us to meet the increasing health care needs of our residents while providing an additional revenue stream related to rehabilitation services and private care services to the surrounding community.

We continue to invest capital into our campus that will permit us to renovate our 3rd floor commons area within the next year and to install a Point of Sales computerized system that will allow us to provide additional dining options to our residents. Within the last year, our energy conservation efforts allowed us to decrease our usage of electricity by 10%. While this is only a partial list of examples of how we our committed to enhancing our services while controlling our costs, it reflects that Riddle Village continues to be well positioned, offering the largest units, indoor parking, several dining venues, and excellent health care and wellness services.

The Board of Directors and management team understand the importance of keeping the community repositioned for existing and future residents. Our initiative is to keep Riddle Village looking fresh and attractive so that residents can be proud to call it their home. We believe that this is just one of the signs of sound strategic plan.

Recently, the Village was voted the **"Best Retirement/55+ Community"** and the **"Best Assisted Living Community"** by the readers of the *Delaware County Times*. In addition, the Village was recognized as the **"Talk of the Town"** by our local newspaper, *Town Talk*. We are all proud of this distinction, as it reflects our commitment to being the best.

It is with great pleasure to present to you the first edition of the *Riddle Village Post.* We hope you find it beneficial and welcome any suggestions that will make it more informative and enjoyable.

All of us at Riddle Village wish you good health and happiness.

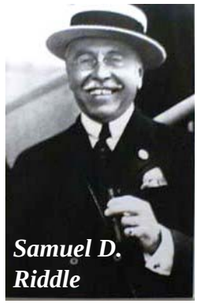
Bob Bertolette, President/CEO of Riddle Village

The Story Behind the *Village Post*

With this being the inaugural edition of the *Riddle Village Post*, we thought it best to share with our readers the fascinating history of Riddle Village and exactly what the "Village Post" means to us.

Man O' War

Riddle Village began as a bequest in the will of Samuel D. Riddle, the Delaware County millionaire philanthropist who was famously known as the owner of such thoroughbred racehorses as Man O'War and War Admiral. By the terms of his 1951 will, 73 acres of land fronting Baltimore Pike were left to Middletown Township to establish a hospital near his estate, Glen Riddle. In February of 1963, Riddle Memorial Hospital, covering 34 of those acres, was opened. The remaining land was left vacant for a future project that would enhance the community's health and well-being.


Samuel D. Riddle

Under the leadership of Donald Laughlin, president and CEO of the hospital at the time, and with the cooperation of local government, various proposals were considered. Eventually it was decided that a retirement community would serve the greatest good. Since the location was close to many Philadelphia and Delaware Valley historic sites, it was thought appropriate that Riddle Village be constructed of brick in a design reminiscent of Williamsburg during the Colonial period.

Years of planning and discussions went into the building of Riddle Village. Today Riddle Village houses 365 residential apartments, 49 personal care apartments, and 86 skilled care units. Riddle Village is home to more than 500 residents who every day enjoy the benefits of Sam Riddle's estate and his legacy.

When naming our new marketing newsletter, Riddle Village's history was important to our decision. After careful consideration, the marketing team combined Riddle Village's history and lifestyle to create what we are proud to call the *Riddle Village Post*. In terms of horse racing, the post is the starting gate at the beginning of the race. We like to think of Riddle Village as "the post" for all of our residents; a starting point of a new chapter in their retired lives.

Announcements

Riddle Village is proud to announce the launch of our new and improved website. Please visit www.riddlevillage.org for up-to-date information, apartment floor plans, upcoming events and more!

Want to get more information about The Village? Call or visit our website to sign up and receive our brochure and new DVD.

Riddle Village is currently offering exciting incentives from now until October 31, 2010. Please call to set up for a private appointment and to learn more about our limited time incentive program!

Riddle Village is proud to continue being a pet friendly community. We welcome all two and four legged friends!

Mission
Enrich the value of retirement living for our residents and the lives of those who support them.

Vision
Be the preferred community for retirement living.

1048 W. Baltimore Pike
Media, PA 19063-5168
610-891-3700
Fax: 610-891-3671
www.riddlevillage.org

Meet the Marketing Team

Donna Cahill – Director of Marketing
Donna has worked in the marketing department at Riddle Village since November of 2009. Prior to joining the Marketing Team at Riddle Village, she has worked for over eleven years at other retirement communities utilizing her sales and marketing experience. Donna enjoys working with the senior population and educating them on the benefits of living in a CCRC. Donna and her husband Dan live in Quakertown, PA. Donna has a daughter Kristin, who is a nurse and a stepdaughter Taylor who lives at home. Donna enjoys traveling, going to the beach and her two cats, McGwire and Tabby.

Kristen Bailey – Marketing Representative
Kristen has been a part of Riddle Village's marketing department since August of 2010. Kristen was the Marketing and Sales Coordinator for Talluto's Authentic Italian Food prior to coming to Riddle Village. Kristen enjoys working with perspective residents interested in Independent living at Riddle Village and informing them of the benefits of a CCRC. Outside of Riddle Village, Kristen is the Head Varsity Cheerleading Coach at Penncrest High School, enjoys spending time with her family and friends, and has recently earned her Masters in Business Administration from Widener University.

Kelly Naylor – Marketing Assistant
Kelly Naylor has been a member of Riddle Village's Marketing Team since May 1996. She worked as a paralegal prior to coming to Riddle Village. Kelly's wide range of responsibilities include handling all office administrative duties, coordination of all move-ins at Riddle Village, planning marketing events, website maintenance and advertising. Outside of Riddle Village, Kelly enjoys photography, scrapbooking, and serving as President of the Interboro High School Music Boosters. Kelly and her husband Frank reside in Norwood with their teenage daughter, Katy.

Village Life

Annual Fall Riddle Village Putting Tournament

On September 14th and 15th, twenty-four of Riddle Village's avid golfers coupled off to compete for the title of Fall Champion on the Village's very own putting green. The courtyard and balconies were packed with onlookers. With many residents quietly cheering on their favorite team, the final round was neck and neck between pair Selma Swartz and Dick Young and pair Bob Brown and Louise Stiller. In the final round, the finalists putted 18 holes. The close match ended with Brown and Stiller one up. What an exciting way to end the summer golf season!

Senior Health with Bob Bush

In my opinion, the most important thing that I can do, as Fitness Coordinator, is educate our residents about how to prevent falls. Falls are the leading cause of injury and death for those over the age of 65. This age group is the fastest growing segment of our population, and preventing falls is a serious subject that needs to be addressed. Most falls are preventable. At the Village we offer a Balance and Fall Prevention class, as well as, many other physical activity programs to assist our residents in preventing falls. Here at Riddle Village, it is important that we do whatever we can to assist our residents in keeping their independence. The classes and education we offer will ultimately lead to an active, healthy lifestyle, and an improved quality of life. We want to avoid contributing to the following statistics.

- The direct medical costs from falls in the US during 2009 exceeded 25 billion.
- More than 50% of all falls involve people over the age of 75, yet they only make up 4% of the population.
- One in every four seniors who fall and break their hip will die within 6 months of the injury.

Since we care deeply about the well being of our community members, it is important that we do what we can in encouraging our population to develop a lifestyle that is safe, healthy, and productive.

Bob Bush – Riddle Village Fitness Coordinator

Villager Spotlight

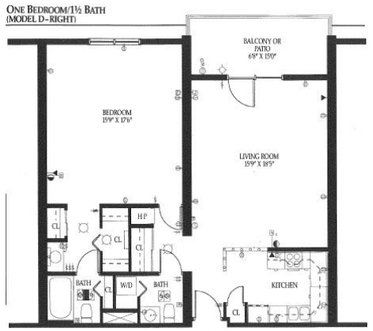
Donald Hoffman

Don Hoffman has been a resident of Riddle Village since 1993. When Don and his wife Caroline moved from their home in Upper Providence Township to "The Village," they were just two of 65 residents residing in the newly built community. Sixteen years later they have seen this community transform to over 500 residents, 5 residential apartment buildings, and a newly expanded personal care and skilled nursing facility. During the building process, Riddle Village landscaped a beautiful courtyard that consists of a putting green, shuffleboard, and our infamous coy pond. When CEO Bob Bertolette and his wife Sue donated six coy for the new pond, he asked if any resident would commit to taking care of the fish and feeding them every day. Don made that commitment and thirteen years later, he is still dedicated and is now taking care of over twenty coy! Don's biggest suggestion to perspective residents is "Don't Wait! That is the worst mistake. People are reluctant to move and hold off until it is too late. Get in early, make new friends, and enjoy life!"

Apartment Showcase

Classic One Bedroom 1 ½ Bath (Model D)

Our spacious *Model D apartment* is a must see! This style apartment offers a comfortable 1106 square foot of living space to call home! Upon entering the apartment there is a wonderful kitchen, offering immense counter space and cabinets, a pantry closet, and a full size refrigerator, stove/oven, microwave, and dishwasher. This kitchen fits all the needs a resident may have when they are not enjoying a meal in one of our four dining rooms. Opening up from the kitchen is a large living room, that abounds with a spacious feel and ready for placement of your furniture. Just off of the living room is a peaceful 100 square foot balcony or patio, which is a wonderful gathering place to enjoy three of the four seasons Pennsylvania has to offer! With plenty of room for a table and chairs, it is a nice private area to appreciate the picturesque views the community has to offer. Back in the apartment right off the kitchen is a half bath, where the washer and dryer are conveniently and discretely located. This bathroom is great for visiting guests and close to the main living area. The bedroom in our one bedroom *Model D* is a generous size and will fit many various sized pieces of furniture. The *Model D* bedroom offers a semi-walk in closet and a large side closet for storage and clothing. The full bath in this model has a large linen closet, a tub or shower and a spacious layout. To truly appreciate this one bedroom, one and a half bathroom apartment, you must see it! Call and set up your private tour today, but hurry they are selling fast!



Employee Spotlight

Jeff Stott – Refurbishing Supervisor

When a resident decides to make Riddle Village their home and they pick their apartment, the next exciting step is to meet with the Village's Refurbishing Supervisor, Jeff Stott, to personally pick all remodeling options, such as carpet, paint, and other amenities which are going to make your new apartment your home. He meets with potential residents and their families to discuss all refurbishing decisions to assure the resident's needs are met. Jeff makes sure that the project stays on schedule and meets the deadline in which the resident wishes to move in. Riddle Village is very fortunate to have a dedicated worker like Jeff. He started working at the Village as a refurbishing painter in 2003, graduated from The Williamson School of Mechanical Trades, and quickly moved his way up to Supervisor of Refurbishing in 2008. Jeff looks forward to meeting with new residents to help them create their dream apartment, so they can retire in luxury and really start living!