



CARLSBAD BY THE SEA
Retirement Community

a front porch community

2855 Carlsbad Boulevard
Carlsbad, California 92008

Shorelines is a publication of Carlsbad By The Sea Retirement Community, an innovative, non-profit continuing-care retirement community located on the ocean in quaint Carlsbad Village.

For more information call 760.720.4580 or 800.255.1556, or visit our website at: www.carlsbadbythesea.org

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Enjoy Gracious Living at Carlsbad By The Sea

Located on the coast in Carlsbad Village, Carlsbad By The Sea offers gracious retirement living, impeccable service, life-long friendships and the peace of mind in knowing health care is available on site if needed.

Carlsbad By The Sea has a long reputation in promoting wellness beginning in the 1800s. On the same property where the current retirement community sits today, once stood the Carlsbad By The Sea Resort Hotel, a luxury resort that tapped into the natural mineral springs and served the nation's who's who.

Back then, according to a newspaper article in the San Diego Union, the resort offered hot and cold mineral and fresh water baths. A hotel brochure informed guests: "The Carlsbad waters come forth from the bosom of nature. Already many arise and call the American Carlsbad blessed."

Visitors from across the country made their way to Carlsbad lured by the community's charm. Even celebrities like Greta Garbo and the Barrymore family made frequent visits in the 1930s when a second hotel, built in 1929 offered Swedish massage.

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Enjoy Gracious Living at Carlsbad By The Sea

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The hotel was known as the first health resort in California.

And when the hotel closed down and the retirement community opened in the 1950s, residents experienced resort-like services. Completely rebuilt and reopened in 1998, the new Carlsbad By The Sea replicates the unique mission-style architecture of the original 1929 structure and houses 147 well-appointed independent apartment residences including six premier oceanfront accommodations, a 33-bed skilled nursing center and a 14-accommodation assisted living center.

The historic facade welcomes guests into a lobby whose classic charm frames the view of the majestic Pacific Ocean beyond the courtyard gardens.

In another time, it was a famous seaside resort. Now, after being home to generations of retired

persons who have loved its classic style and idyllic location, Carlsbad By The Sea is still paying tribute to the past but with a fresh, contemporary style. What more can you ask for? If you would like to know more about Carlsbad By The Sea, or would like to schedule a tour, give us a call at 800-255-1556 or visit us online at carlsbadbythesea.org. We look forward to showing you around.



Carlsbad By The Sea Care Center Earns Five-Star Rating Care Center demonstrates top performance



Carlsbad By The Sea Care Center, which is part of the continuum of care at Carlsbad By The Sea Retirement Community, recently earned the Five-Star Quality Rating from the Centers for Medicare and Medicaid Services (CMS), which signifies a "much above average" designation and places the Care Center among the top 10 percent of quality nursing and rehabilitative care centers in the country. Five Stars is the highest and most respected rating a skilled nursing center can receive from CMS and it is based on health inspections, staffing and quality measures. "It takes every department and everyone working together to meet the standards of the Medicare Five-Star Quality Rating program and to meet the expectations of residents and their families,"

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Residents Enjoy the Great Outdoors During Monthly Hikes, Walks

Ten months out of the year (the cooler months of January and February being the exception) Carlsbad By The Sea residents enjoy group walks and hikes in the local foothills and parks. Trail leader and resident Don Harvey explores such locations as Lake Poway, Quail Hill, Caspers Park, Laguna Niguel, Guajome Park, Hosp Grove and Mission Trails Park to only name a few.

“In the spring and summer time we usually include a picnic,” said Mika Miller, resident services director at Carlsbad By The Sea. “It’s an excellent form of exercise and the locations we hike at are just beautiful. We get about 10 to 12 residents for each hike, but we are always looking for more to join in. Some hikes are easier than others. Residents can choose whichever is most comfortable for them.”



Carlsbad By The Sea Care Center Earns Five-Star Rating continued from page 1

said Tim Wetzel, Carlsbad By The Sea executive director and care center administrator. “Carlsbad By The Sea has an all-star team who are not only very capable but who really care about those they serve. There is a tremendous feeling of warmth and caring among residents, their families and staff and these results are just one reflection of those feelings.”

provided to each resident each day by nursing personnel. This rating considers differences in acuity of care for residents in different care centers.

Quality Measures – Care center ratings for the quality measures are based on performance on 10 quality measures that are reported by every care center in the United States.

Since January 2011, all care centers in the United States are required to post this rating in a conspicuous site visible to the public, much like restaurant ratings. The rating is updated quarterly.

The rating system for U.S. skilled nursing care centers was modeled after the American Automobile Association’s worldwide rating of hotels. It gauges comprehensive aspects of elder care, including staff-to-resident ratio, cleanliness, staff ability to prevent and treat simple medical problems and attention paid to upkeep of residents’ appearances.

“We are extremely proud of this Five-Star rating,” said Susan Macango, director of nursing at Carlsbad By The Sea Care Center. “We take great pride in serving our residents who come to us from throughout the country with the highest level of care possible. The many residents who live independently at Carlsbad By The Sea are pleased to know that excellent care is available on site if ever needed.”

CMS developed a Five-Star rating system on its Nursing Home Compare (www.medicare.gov) public reporting web site for each care center that participates in Medicare or Medicaid. The primary goal for this rating system is to provide residents and their families with an easy way to understand the quality of care centers and make meaningful distinctions between high- and low-functioning care centers.

This rating system features an overall Five-Star rating based on care center performance for three types of measures, each of which has its own Five-Star rating. The three performance areas are:

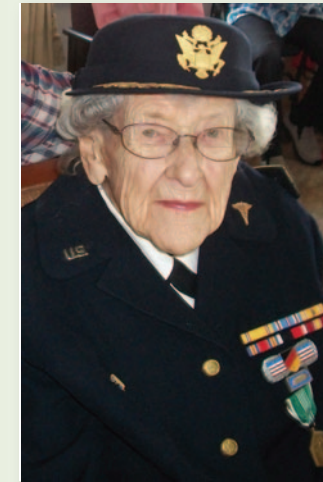
Health Inspections – Quality ratings on the health inspection are based on the relative performance of care centers within a state. Only the top 10 percent (the lowest 10 percent in terms of health inspection deficiency score) in each state receive a five-star rating. The bottom 20 percent receive a One-Star rating.

Staffing – The staffing rating has information about the number of hours of care, on average,

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Carlsbad By The Sea Residents Celebrate 65th Anniversary of End of World War II Veterans reminisce on special day

On August 14, 1945, Carlsbad By The Sea resident Harry Wills was stationed in Guam when he heard the Japanese had surrendered and World War II was over.



Carlsbad By The Sea resident Isabelle Walker wears her Army Nurse Corps uniform to the end of World War II celebration last summer at the community.

“We stole a jeep and drove to the end of the island,” remembers the former Navy engineer known as a Seabee. “We wanted to make damned sure we were going to go home.”

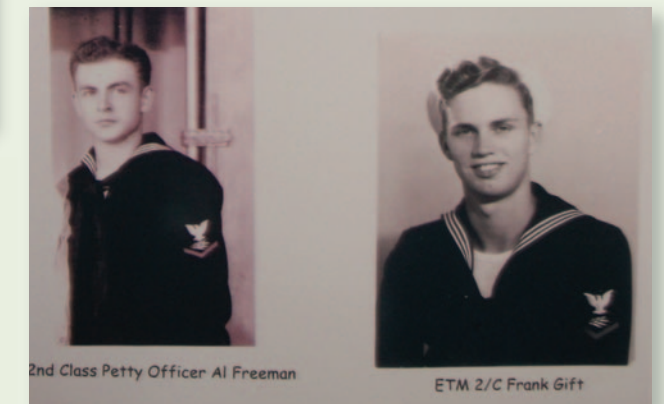
Harry is part of “The Greatest Generation,” a term coined by journalist Tom Brokaw to describe the generation who grew up in the United States during the deprivation of the Great Depression, and then went on to fight in World War II, as well as those whose productivity within the war’s home front made a decisive material contribution to the war effort.

Last summer, Carlsbad By The Sea honored over 100 residents who are part of The Greatest Generation with a celebration commemorating the 65th anniversary of the end of World War II.

Organized by veteran and resident Odvar Holm, the event featured a re-broadcast of the radio program *Command Performance*, “Victory Extra.” The special episode, which originally aired August 14, 1945 over the Armed Forces Radio Service was supplied by resident Jack Cumming. The original performance featured an array of actors, actresses, comedians, and personalities performing songs, poetry, readings and comedy routines celebrating the end of the war. The radio program was broadcast around the world for troops overseas.

To enhance the authenticity of the historic night, residents dined on ‘delicacies’ such as creamed chipped beef on toast and baked beans with Spam (Army staples at the time) and all-American apple pie for dessert. Dinner was followed by dancing to music from the 1940s.

Residents also got a chance to reminisce while viewing displays of World War II news headlines and photos of veterans then and now.



World War II-era photos of Carlsbad By The Sea residents, including sailors Al Freeman and Frank Gift, were on display during the celebration.

“It was very fitting,” Odvar said. “Many residents had tears in their eyes.”

Odvar, only 17 at the time, said he remembers the day well. “I was living in Duluth, Minnesota at the time and the radio announcer said the war was over,” Odvar remembers. “It was a small town at the time and I remember seeing girls being kissed and everyone honking their car horns celebrating. Everyone was very happy.”



Carlsbad By The Sea resident Harry Wills dresses in his Navy Seabee uniform.