



FRANKE  
TOBEY  
JONES

*Enjoy your age*

**Main Desk Phone**  
752-6621 or Ext. 0

**Work Order Line**  
Ext. 1293

**RESIDENT COUNCIL MEETING**

Monday, June 14  
9:30 am, Zoom Meeting  
Contact Elizabeth Alvarez at ext. 1366 for an invite to the meeting.

**BISTRO**  
Ext. 1394

Location: LP 1st Floor  
*Next to Wellness Center*  
**Monday - Friday**  
*Simply To Go Delivery:*  
A limited selection of our Bistro items are available for delivery. Simply call the front desk 253-752-6621 before 12:00 PM Monday - Friday to place your order. Daily delivery windows will run between 11:30 & 1:30.

**ON CAMPUS CHECK CASHING**

For your convenience, FTJ can cash a check for up to \$100. Please contact Amy Petschke at ext. 1294 or stop by her office in the Administrative hall in the Lillian Pratt Bldg. If you are not able to get to the Lillian Pratt Bldg. please contact your concierge to make arrangements.

**MONDAY, MAY 24**

<i>Wellness: Seated Stretch Class</i>	9:00 am	Zoom Meeting
Horse Racing Game (G2)	9:30 am	LP Parlor
<i>Wellness: Standing Exercise Class</i>	10:00 am	Zoom Meeting
Room Visits– What Am I?	10:30 am	LP Resident Rooms
Strengthen Your Mind (G3)	1:30 pm	LP Parlor
Blood Orange Cooler Hallway Social	2:30 pm	LP Hallways
Conversation Corner (G1)	3:00 pm	LP 3rd Floor Lobby

**TUESDAY, MAY 25**

<i>Wellness: In Person Exercise Class</i>	9:00 am	Wellness Center
What Am I? (G2)	9:30 am	LP Parlor
Room Visits– Rummikub Game	10:30 am	LP Resident Rooms
<i>Wellness: In Person Exercise Class</i>	10:00 am	Wellness Center
<i>Wellness: In Person Exercise Class</i>	11:00 am	Wellness Center
Safeway/ Walgreens Shopping Bus DU, BV, GA, TJ and AL Residents	1:30 pm	Sign up at LP Desk
What Am I? (G3)	1:30 pm	LP Parlor
Room Visits—Name That Tune	2:30 pm	LP Resident Rooms
TJ Afternoon Tea	2:30 pm	TJ Hallways
<i>Wellness: Seated Strength</i>	2:30 pm	LP Parlor
<i>Wellness: Seated Strength</i>	3:00 pm	LP Parlor
Conversation Corner (G1)	3:00 pm	LP 3rd Floor Lobby
<b>SU: Medicare Basics</b>	<b>3:30 pm</b>	<b>Zoom Meeting</b>

**WEDNESDAY, MAY 26**

<i>Wellness: Seated Stretch Class</i>	9:00 am	Zoom Meeting
Craft Group: Watercolors (G2)	9:30 am	LP Parlor
<i>Wellness: Standing Exercise Class</i>	10:00 am	Zoom Meeting
Room Visits– You Be the Judge	10:30 am	LP Resident Rooms
<b>SU: The Personal Essay– Food, Family Travel</b>	<b>11:00 am</b>	<b>Zoom Meeting</b>
Craft Group: Watercolors (G3)	1:30 pm	LP Parlor
Hallway Happy Hour	2:30 pm	LP Hallways
<i>Wellness: Seated Strength</i>	2:30 pm	TJ Solarium
<i>Wellness: Seated Strength</i>	3:00 pm	TJ Solarium
Conversation Corner (G1)	3:00 pm	LP 3rd Floor Lobby
<b>SU: Literary League Book Club</b>	<b>3:00 pm</b>	<b>Zoom Meeting</b>

**Note From Philanthropy**

Last October, FTJ kicked off our Annual Fund Appeal, “Drive It Forward” and one of the goals was to purchase a specialized van. The generosity from residents was overwhelming and on a sunny day in May, this beautiful vehicle with the red ribbon led the springtime parade! A big THANK YOU to all who supported the effort ~ you made a tangible and very meaningful difference that will last for many miles! As another good news footnote, the van was driven by Employee Scholarship recipient Cheryl Parkinson-Hummel who recently received her CDL - one more example of generous FTJ hearts!

HAPPY BIRTHDAY

May 2

Don Clifford

May 3

Patricia Ducolon

May 8

Orv Harrelson  
Jo An Macdonald  
Maris Drewfs

May 9

Nadyne Meteyer  
Edna Franklin

May 10

John Hodge  
Robert Lordahl

May 11

Hazel McIntosh

May 13

Mike Wiese  
Liliane Bender

May 14

Peg Squire

May 15

Richard Farner

May 17

Paul Conn

May 21

Freeman Brown

May 22

Patsy Mills

May 23

Eloise Johnson

May 26

Joan Garden  
Paul Van Der Voort

May 27

Dick Griffin

May 29

Clemens Plattner

May 30

Jan Johnson

May 31

Phyllis Larsen  
Lura Murphy

**THURSDAY, MAY 27**

<i>Wellness: In Person Exercise Class</i>	<i>9:00 am</i>	<i>Wellness Center</i>
<i>Wellness: In Person Exercise Class</i>	<i>10:00 am</i>	<i>Wellness Center</i>
<b>Room Visits</b>	<b>10:30 am</b>	<b>LP Resident Rooms</b>
<b>SU: Tell Me What You Eat &amp; I'll Tell You Who You Are</b>	<b>11:00 am</b>	<b>Zoom Meeting</b>
<i>Wellness: In Person Exercise Class</i>	<i>11:00 am</i>	<i>Wellness Center</i>
<i>Wellness: Seated Strength</i>	<i>2:30 pm</i>	<i>LP Parlor</i>
<i>Wellness: Seated Strength</i>	<i>3:00 pm</i>	<i>LP Parlor</i>
<b>GA Door to Door Happy Hour</b>	<b>3:00 pm</b>	<b>GA</b>
<b>Conversation Corner (G1)</b>	<b>3:00 pm</b>	<b>LP 3rd Floor Lobby</b>
<b>SU: Great Decisions– The Melting Artic</b>	<b>3:00 pm</b>	<b>Zoom Meeting</b>

**FRIDAY, MAY 28**

<i>Wellness: Seated Stretch Class</i>	<i>9:00 am</i>	<i>Zoom Meeting</i>
<i>Wellness: Standing Exercise Class</i>	<i>10:00 am</i>	<i>Zoom Meeting</i>
<b>Room Visits</b>	<b>10:00 am</b>	<b>LP Resident Rooms</b>
<b>SU: Great Courses– Practicing Mindfulness</b>	<b>2:00 pm</b>	<b>Wellness Center</b>
<i>Wellness: Seated Strength</i>	<i>2:30 pm</i>	<i>TJ Solarium</i>
<i>Wellness: Seated Strength</i>	<i>3:00 pm</i>	<i>TJ Solarium</i>
<b>Conversation Corner (G1)</b>	<b>3:00 pm</b>	<b>LP 3rd Floor Lobby</b>

**SATURDAY, MAY 29**

<b>Star of the Month (G2)</b>	<b>9:30 am</b>	<b>LP Parlor</b>
<b>Room Visits– Mind Your Mind</b>	<b>10:30 am</b>	<b>LP Resident Rooms</b>
<b>Weeding Trivia (G3)</b>	<b>1:30 pm</b>	<b>LP Parlor</b>
<b>Room Visits– Card Game “Uno”</b>	<b>2:30 pm</b>	<b>LP Resident Rooms</b>
<b>Movie: The King’s Speech</b>	<b>2:30 pm</b>	<b>LP Parlor</b>
<b>Conversation Corner (G1)</b>	<b>3:00 pm</b>	<b>LP 3rd Floor Lobby</b>

**SUNDAY, MAY 30**

<b>Jeopardy Trivia (G2)</b>	<b>9:30 am</b>	<b>LP Parlor</b>
<b>Room Visits– Shut the Box Game</b>	<b>10:30 am</b>	<b>LP Resident Rooms</b>
<b>BBQ Cultural Evolution (G3)</b>	<b>1:30 pm</b>	<b>LP Parlor</b>
<b>Room Visits–News Currents</b>	<b>2:30 pm</b>	<b>LP Resident Rooms</b>
<b>Conversation Corner (G1)</b>	<b>3:00 pm</b>	<b>LP 3rd Floor Lobby</b>

**Gazebo Reservations Now Available**

The large gazebo near the Duplexes can now be reserved for up to four hours at a time. Please contact Elizabeth Alvarez at 253-756-6366 for more details and to make a reservation.

## Covid Update

We have great news. Residents and staff in skilled nursing have tested negative for COVID this week. Visitation is now open in skilled nursing. The dining room is open, small group activities are continuing and the Salon is open per the salon schedule. Unfortunately, our testing did uncover one positive staff member. This staff member is a non-direct care staff. We are conducting contact tracing and will be testing anyone necessary. This positive result does not affect assisted living, memory care or skilled nursing so visitation is not affected in those areas.

We are following the recent updates from the CDC and State of Washington regarding mask guidelines for vaccinated individuals. It is important to note that these new guidelines do not apply to healthcare settings. On our campus, Assisted Living, Memory Care and Skilled Nursing are considered healthcare settings. These care areas are regulated under the Safe Start For Long-Term Care guidelines, so entering those buildings will require a masks and check-in even if you are vaccinated. As more changes come through, we will continue to provide updates as to how they affect our residents, staff, and visitors.

Because we offer a number of lifestyle options on our campus, it may be confusing to understand how these new guidelines apply to our staff members and residents. The rules apply to what building you live in or are planning on visiting.

Effective this week, these are the protocols:

### **For independent living residents (Bristol View, Duplexes, Garden Apartments and Tobey Jones Building):**

Fully vaccinated residents:

May travel around the campus outside or inside these independent living buildings without wearing a mask.

Unvaccinated residents:

May travel around the campus outside without a mask if alone. If not alone, you must wear a mask.

Must wear a mask indoors in all FTJ buildings.

Fully vaccinated visitors:

May travel around the campus outside or inside these independent living buildings without wearing a mask. When visiting residents please do so only in the resident's room.

Unvaccinated visitors must wear a mask.

Indoor common spaces in BV, GA and TJ can be used by FTJ residents only.

### **For assisted living, memory care and skilled nursing residents:**

Fully vaccinated AND unvaccinated residents must wear a mask indoors when not in your room unless they are eating or drinking in the dining room.

Fully vaccinated AND unvaccinated residents must wear a mask outdoors unless they are alone.

### **Team Members**

All team members must wear masks anytime they are with other staff or in resident areas on campus.

Once again, thank you for your ongoing support as we navigate the many phases of this pandemic. If you have any questions, please do not hesitate to reach out via email to me ([jdunn@franketobeyjones.com](mailto:jdunn@franketobeyjones.com)) or Bob Beckham ([bbeckham@franketobeyjones.com](mailto:bbeckham@franketobeyjones.com)) or by phone at 253-752-6621.

Thank you,  
Judy Dunn, President and CEO

## Music Terms Word Search Puzzle

S V V S O D N A R E L E C C A  
 A S E F E S U A P K F A T I U  
 O A A L R I O Y S R T A L F V  
 T M L B U T O E O E M I N O R  
 E G W L R P N K P B A L L A D  
 N A D E E O A L R L G C I C O  
 O M B C T P T E A T E U D H L  
 R L A H B S P G N O M N T O O  
 E Q R O M Y J A O K E D E R S  
 B L S R R E W T C X A A R U S  
 A Y P D H K L O C A S K O S H  
 L R I E Y T R O R N U L C P A  
 T I T S T V U E D X R O S R R  
 O C C F H O S N D Y E P I C P  
 E S H X M T N M E M I T G A R

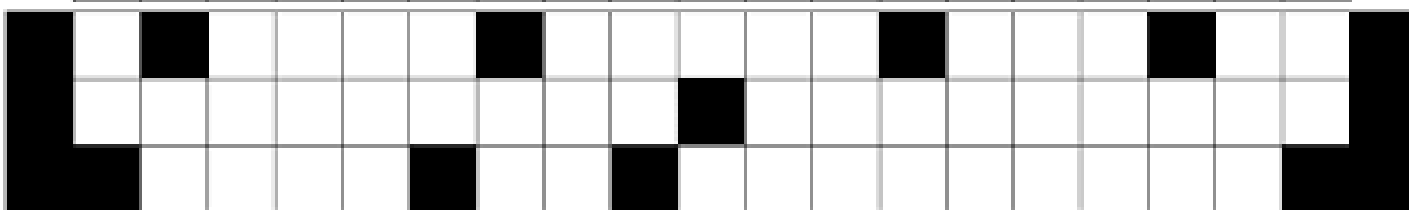
ACAPPELLA      MINOR      TREBLE  
 ACCELERANDO      NOTE      TUNE  
 ALTO      PAUSE  
 BALLAD      PITCH  
 BARS      POLKA  
 BASS      RAGTIME  
 CHORD      REST  
 CHORUS      RHYTHM  
 DUET      ROCK  
 FLAT      SCORE  
 KEYS      SHARP  
 LEGATO      SOLO  
 LYRICS      SOPRANO  
 MEASURE      TENOR  
 MELODY      TONE

### WEEKLY RIDDLE

A container without hinges, key or lid,  
 Yet golden treasure inside is hid.



		H	O	H			N			I	N		A	T	T		N	
I	C	H	T	V	E	M	N	G	E	D	R	C	E	R	I	E	M	E
S	W	I	A	O	L	I	Y	E	V	E	U	T	L	E	F	O	R	Y



If you enjoy solving cryptograms, acrostics or crossword puzzles, you'll love solving **Drop Quotes!** The game is simple. Each puzzle contains a hidden quote, with the spaces for each letter in that quote laid out in a typical crossword puzzle-type black and white grid. Above each column are a series of letters. Simply "drop" each letter into the appropriate squares in each row and column to reveal the hidden quote.



## Marketing Department Update

Marketing has experienced a strong beginning to 2021. Pent up demand, a very hot real estate market and low interest rates are fueling the resurgence in new leads and move ins. March and April were particularly strong with 57 and 69 new leads respectively which are strong numbers even pre-COVID. In the first four months of 2021 we generated 172 new leads (goal = 172). Note: All these new leads are being generated without the luxury of hosting our Tacoma Senior Living Tours or Open Houses which, in the past, produced high numbers of new leads.

About 50% of the new leads are coming through our website and the other 50% via direct phone calls – either from our website, our Google My Business Page, family/friend referrals, hospitals or referral sources. The website leads are being generated through our strong Search Engine Optimization and digital ads, as well as from our website Autochat (42) and a new in-depth interactive survey we added to our website called “Is It Time For Senior Living” which generated 23 inquires. These leads are tending to be very qualified.

Website visits have been under goal all year, however, the leads have been qualified hence the 172 leads, 43 applications (more applications in the first four months of the year than before we started tracking in 2001), 159 tours, 26 admissions (the most admissions in the first four months of the year than since 2005). Through April we had 12,159 website visits with the goal of 14,400. 67% were new visits and 75% were unique visits.

We have produced numerous new videos for the website including FTJ The Not-For-Profit Difference, A Family’s Transition Story, FTJ Safe and Secure, FTJ Hospice Suite and many available apartment videos.

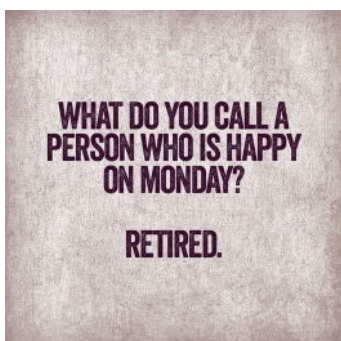
On the organic digital marketing front, the first quarter of 2021 started on a strong note for organic search. Compared to the previous quarter, FTJ has increased visibility in search results as more users were visiting the site and finding the site for the first time. As the situation from COVID-19 continues to get better, user behavior metrics have improved as users are beginning to feel more comfortable moving into a senior living community.

On the paid digital ad side of the equation, in Q1 2021 FTJ did not see the success of Q4 2020. Recently, without notice, Google implemented a change whereas companies can no longer target using demographics such as income, race, education, gender, age groups or zip codes. Hence the paid ad network suffered in Q1 2021. FTJ has re-created its targets using some tactics that were already in place including targeting geographic radius, key words people are using, using the questions they are searching, conquering – redirecting attention away from our competitor’s websites and as a result April results improved. Two new ad types that FTJ is testing out are “Discovery ads” which allow for more text (like an advertorial in the newspaper) and Carousel ads which allow for more photographs. During the first quarter FTJ produced a series of new digital ads around the theme “We Are Vaccinated ~ Accepting New Residents.”

An email list of local professions (doctors, lawyers, financial planners, etc) was purchased and an email “Availability” campaign has been created to this target group. The goal is to make sure they have current FTJ information to pass on to any of their senior clients that may be looking for senior living, assisted living, memory care or skilled nursing. A similar monthly Availability eblasts has been created with is targeting hospitals, discharge planners and referral sources.

Regarding events, although we are still not hosting events on campus, we’ve had fun creating the Valentine’s Day, St. Patrick’s Day, Easter, Cinco di Mayo and Mother’s Day treats and door to door happy hours.

Additionally, a very large “We Are Vaccinated – Accepting New Residents” banner was installed on our front entrance, and a starburst banner with the same wording is prominent on our home page.



		<b>MENU</b>		
		<b>May 24th-May 30th</b>		<b>This Week's Mindful Offer</b>
				<i>Grilled Spice Shrimp &amp; Vegetable Plate</i>
	<b>BREAKFAST</b>	<b>DINNER</b>	<b>SUPPER</b>	
	Fresh Fruit in Season	Cabbage White Bean Soup	Cabbage White Bean Soup	
<b>M</b>	Assorted Fruit Juice	Cottage Cheese & Tomato	Cream of Chicken Soup	
<b>O</b>	Cream of Wheat	Mixed Green Salad	Cottage Cheese & Tomato	
<b>N</b>	Fried Cage Free Egg	Salisbury Steak	Aunt Millie Grilled Cheese	
<b>D</b>	Bacon	Chicken Thigh Osso Buco Style	Turkey Pot Pie	
<b>A</b>	Banana Yogurt Coffee Cake	Mashed Potatoes	Mixed Vegetables	
<b>Y</b>	Whole Milk	Broccoli & Cauliflower	Chewy Chocolate Rice Krispy Bar	
	Coffee	Angel Food Cake with Strawberry Sauce		
<b>24</b>				
	Fresh Fruit in Season	Beef, Barley & Mushroom Soup	Beef, Barley & Mushroom Soup	
<b>T</b>	Assorted Fruit Juice	Fruit Salad	Sweet Potato and Black Bean Chili	
<b>U</b>	Old Fashioned Oatmeal	Mixed Green Salad	Fruit Salad	
<b>E</b>	Poached Cage Free Egg	Cod w Tomato Caper Sauce	<i>"Love of Food Special"</i>	
<b>S</b>	Turkey Sausage Link	Breaded Pork Chops	Cardamon Chicken & Beet Salad	
<b>D</b>	Blueberry Muffin	Mashed Potatoes	Muffuletta Sandwich	
<b>A</b>	Whole Milk	Sugar Snap Peas and Carrots	French Fries	
<b>Y</b>	Coffee	Peach Cobbler Trifle	Vanilla Pudding Cup	
<b>25</b>				
<b>W</b>				
<b>E</b>	Fresh Fruit in Season	Cream of Asparagus Soup	Cream of Asparagus Soup	
<b>D</b>	Assorted Fruit Juice	Mixed Green Salad	Tomato Basil Soup	
<b>N</b>	Cream of Wheat	Coleslaw	Coleslaw	
<b>E</b>	Buttermilk Pancakes	Herbed Roast Beef	Grilled Ham & Cheese Sandwich	
<b>S</b>	Grilled Ham	Baked Red Snapper	Wild Mushroom Quiche	
<b>D</b>	Whole Milk	Lima Beans	Steamed Vegetables	
<b>A</b>	Coffee	Baked Potato	Potato Chips	
<b>Y</b>		Pound Cake	Monster Cookie	
<b>26</b>				
<b>T</b>	Fresh Fruit in Season	Turkey Vegetable Soup	Turkey Vegetable Soup	
<b>H</b>	Assorted Fruit Juice	Cucumber Sour Cream Salad	Spring Pasta Fagioli	
<b>U</b>	Old Fashioned Oatmeal	Mixed Green Salad	Cucumber Sour Cream Salad	
<b>R</b>	Western Scrambled Eggs	Santa Maria Salmon	Tuna Salad Sandwich	
<b>S</b>	Bacon	Cumin Roast Turkey Breast	Nilla Nella Omelet	
<b>D</b>	Hash Browned Potatoes	Barley Pilaf with Carrots and Lemon	Potato Chips	
<b>A</b>	Whole Milk	Corn O'Brien with Peppers	Linzi Bars	
<b>Y</b>	Coffee	Cherry Cobbler with Biscuit Topping		
<b>27</b>				
<b>F</b>	Fresh Fruit in Season	New England Clam Chowder	New England Clam Chowder	
<b>R</b>	Assorted Fruit Juice	Fruited Jell-O Salad	Vegetarian Lentil & Spinach Soup	
<b>I</b>	Cream of Wheat	Mixed Green Salad	Fruited Jell-O Salad	
<b>D</b>	French Toast	Fried Oysters	Salmon Burger	
<b>A</b>	Sausage Link	Java Molasses Pork Tenderloin	BTL Chicken Salad	
<b>Y</b>	Whole Milk	Egg Noodles	Sweet Potato Fries	
	Coffee	Yellow Squash, Red Pepper & Peas Sauté	Raspberry Yogurt Mousse	
<b>28</b>		Ice Cream Sundae		
<b>S</b>	Fresh Fruit in Season	Steak & Potato Soup	Steak & Potato Soup	
<b>A</b>	Assorted Fruit Juice	Bean Salad	Thai Chicken & Rice Soup	
<b>T</b>	Old Fashioned Oatmeal	Mixed Green Salad	Bean Salad	
<b>U</b>	Scrambled Egg	Spaghetti w Meat sauce	Quiche Lorraine	
<b>R</b>	Bacon Slices	Grilled Balsamic Chicken	French Dip Sandwich	
<b>D</b>	Apple Cinnamon Muffin	Oven Brown Potatoes	Steak Cut French Fries	
<b>A</b>	Whole Milk	Fresh Broccoli	Peas & Carrots	
<b>Y</b>	Coffee	Garlic Bread	Rice Custard	
<b>29</b>		Lemon Blueberry Cake		
	Fresh Fruit in Season	Lobster Bisque	Lobster Bisque	
	Assorted Fruit Juice	Waldorf Salad	Split Pea w Ham	
<b>S</b>	Old Fashioned Oatmeal	Mixed Green Salad	Waldorf Salad	
<b>U</b>	Fried Cage Free Egg	Balsamic Flank Steak	Turkey Tetrazzini	
<b>N</b>	Sausage Patties	Fried Shrimp	Swedish Meatball Plate	
<b>D</b>	Hash Browned Potatoes	Wild Rice Pilaf	Potato Wedge	
<b>A</b>	Cinnamon Roll	Green Bean Almondine	Roasted Brussel Sprouts	
<b>Y</b>	Whole Milk	Dinner Roll	Carmelita Bar	
<b>30</b>	Coffee	Strawberry Cream Pie		