THE Brightmore BEACON

News from Brightmore of Wilmington senior living community in Wilmington, North Carolina.

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Welcome to the second issue of T*he Brightmore Beacon*, your inside look at the energy, creativity, and connection that shape life at **Brightmore of Wilmington**.

From lively events and resident spotlights to behind-the-scenes updates and thoughtful initiatives from Liberty Senior Living, each edition highlights the people, moments, and ideas that make **Brightmore of Wilmington** feel like home.

Life here is rich with opportunity. Residents gather for engaging programs, explore new hobbies, and share meaningful moments that spark joy and friendship. Our team works with care and intention to ensure every experience is memorable, while Liberty Senior Living continues to enhance daily life through leadership and innovation.

Whether you are here to stay informed, feel inspired, or simply enjoy a story that warms the heart, *The Brightmore Beacon* offers something for everyone.

We invite you to flip through these pages to see what is happening, what is new, and what makes **Brightmore of Wilmington** such a welcoming place to call home.

Liberty Senior Living, a division of Liberty Health, is a North Carolina based, family-owned company with 150 years of experience, that owns and operates more than 30 senior living communities across the Southeast.

LIBERTY Senior Living 150 Years
EST. 1875

Liberty Senior Living's Inaugural Leadership Summit

Liberty Senior Living recently hosted our inaugural Leadership Summit, bringing together executive directors and administrators from across our communities for a time of learning, growth, and recognition.

The event fostered collaboration and connection while celebrating the extraordinary work of leaders who continue to elevate the resident experience. Over the past year, their efforts have driven meaningful growth and impact across the organization.

Liberty Senior Living's Chief Operations Officer, Bob Goyette, reflected on that success, saying, "Together our teams welcomed thousands of new residents into our communities, surpassing expectations while staying grounded in what matters most: serving others with purpose, compassion and excellence. That is the real measure of our success."

A highlight of the Summit was the presentation of the Cindy Stancil Leadership Award to **Sean Davis, Executive Director of South Bay at Mount Pleasant**, in recognition of his outstanding performance.

"Sean truly embodies the values of Liberty and sets a powerful example for all of us," Bob said.

The Summit reinforced Liberty's commitment to building communities where people feel a true sense of belonging.

I N S P I R E

I – NCLUSIVE
N – UTRITION
S – PIRITUAL
P – HYSICAL
I – NTELLECTUAL
R – ECREATIONAL
E – NGAGING

I is for Inclusive

Inclusivity is a defining element of the INSPIRE program, creating a community where every resident feels welcomed, valued, and empowered. At Liberty Senior Living, wellness is approached holistically, supporting physical, emotional, spiritual, and mental well-being through programming designed for all.

This commitment is reflected in a wide range of activities, educational opportunities, and fitness offerings intentionally designed to appeal to diverse interests and abilities. Whether someone is new to an activity or highly experienced, programs are offered at varying skill levels so everyone can participate comfortably and confidently. From beginner games to advanced play, and from seated fitness to more active classes, each offering meets residents where they are.

Inclusivity also extends beyond programming into the culture of the community. Residents are embraced as part of a welcoming environment that promotes acceptance, connection, and a strong sense of belonging. With a person-centered approach, programming celebrates the unique backgrounds, experiences, and identities of each individual.

By prioritizing inclusivity, the INSPIRE program ensures that every resident has opportunities to engage, connect, and thrive, creating a vibrant community where everyone truly feels at home.

150 PARTICIPANTS.
12 COMMUNITIES.
3 DAYS.
2 DOZEN EVENTS.
AGES 56 TO 98.

5th Annual Liberty Games Bring 12 Communities Together for Three Days of Competition

One hundred fifty residents, ages 56 to 98, from 12 southeastern independent senior living communities gathered at **Hayes Barton Place** senior living community in Raleigh, North Carolina, for the 5th Annual Liberty Games.

This Olympic-style event, a signature of Liberty Senior Living, featured more than two dozen competitions over three days. Athletes competed in events ranging from bocce, swimming, and shuffleboard to trivia, chess, Scrabble and billiards.

The Games opened with a keynote from Olympic gold medalist Charlie Houchin, followed by a spirited team introduction. Participating communities included **The Barclay at SouthPark, Brightmore of South Charlotte, Brightmore of Wilmington, Carolina Bay at Autumn Hall, Pisgah Valley, Quail Haven Village, South Bay at Mount Pleasant, The Templeton of Cary, Wellington Bay, The Carlisle Palm Beach**, and **Preserve at Fairfield Glade**.

A philanthropic element added deeper meaning this year. A raffle raised $3,000 for Special Olympics North Carolina, which Liberty matched for a total of $6,000. Haley Kinne-Norris, Home Office Director of Life Enrichment and Wellness, noted the organization's admiration for the athletes and pride in supporting the mission.

Liberty corporate team members also volunteered, assisting with logistics and cheering on participants, allowing community staff to focus fully on residents.

The Liberty Games were designed to crown champions and, even more importantly, foster a sense of community, camaraderie, and active engagement. They embody a corporate-wide commitment to promoting a culture of wellness, where staying engaged and active is a priority at every age.

Melodies Make Memories Strikes a Chord

Residents at **The Kempton** and **The Commons** recently enjoyed another performance from Callie Grace Commartie, whose music continues to be a favorite among the assisted living and memory care residents.

Callie launched her Melodies Make Memories program a couple of years ago, having been inspired by her late grandmother, a former resident of **The Commons**. Recognizing the powerful impact music has on individuals with dementia, she created the initiative through her relationship with the Miss North Carolina organization.

Since then, Callie has performed regularly for residents, bringing familiar songs that encourage participation, spark conversation, and evoke memories. Residents sing along, snap their fingers, and enjoy the opportunity to connect through songs that hold special meaning. Recently, Callie's friend Maddie Cox joined the program, accompanying the performance on piano.

Giving Back, One Handmade Gift at a Time

Residents at **Brightmore of Wilmington** are always finding joy in giving back through projects that connect them with others near and far. Independent living residents recently crafted bracelets for mission trip participants traveling to South America, using vibrantly colored beads, charms, and thread. The handmade pieces reflect appreciation, encouragement, and shared purpose, turning a simple craft into a meaningful gesture of support.

At **The Kempton**, the Kindness Crew meets monthly to choose projects that spread joy, support, and awareness. Residents honored Vietnam Veterans Day by creating more than 100 handmade cards for veterans in Southeastern North Carolina. They have also made bookmarks for a local school to encourage reading and contributed baked goods and crafts for fundraisers supporting ALS research, with a similar event planned for Alzheimer's awareness. Each effort brings connection, purpose, and pride to both givers and recipients.

Friendship, Food and Fun

Friendship is always on the agenda at **Brightmore of Wilmington**, where the Ladies' Club and Men's Club are bringing residents together through laughter, conversation, and meaningful connection.

The Ladies' Club is a vibrant and supportive group dedicated to friendship, fun, and community. Every other month, participants gather for lunch in a welcoming atmosphere filled with shared stories, engaging activities, and laughter. The gatherings celebrate the friendships that continue to grow within the community.

The Men's Club offers its own relaxed blend of camaraderie and conversation. Residents meet for lunch and enjoy inspirational speakers who spark thoughtful discussions and new perspectives. Great food and good company make every gathering something to look forward to.

Both clubs provide more than just social events. They prove that some of life's best moments happen around the table with people who enjoy being together.

From Italy to Tennessee, Adventures Close to Home

The joy of discovery never fades. At **Brightmore of Wilmington** and **The Kempton**, residents are continuing to explore the world through engaging travel-themed programs designed to evoke memories, curiosity and connection.

The Global Connections program at **Brightmore** immerses independent living residents in cultures from around the world, through speakers, ethnic cuisine, movies, music, dance and art. Residents have already 'traveled' to destinations including Italy, India, Scotland, Brazil, and Japan.

After assisted living residents at **The Kempton** shared that they wished they'd done more travel across the U.S., the team decided to make that happen for them, one state at a time. The Great American Road Trip program brings iconic destinations to life through food, travelogues, trivia and music. So far, 'trips' have included North Carolina and Tennessee.

The programs prove adventures can happen, sometimes without ever packing a suitcase.

UNCW Hall of Fame Honors Haley Kinne-Norris

Dean Jack Watson presenting Haley with Hall of Fame plaque

Haley Kinne-Norris, Home Office Director of Life Enrichment and Wellness for Liberty Senior Living, has been inducted into the UNCW College of Health and Human Services Hall of Fame. One of five inaugural honorees, Haley was recognized for leadership, service, and meaningful contributions to both the senior living profession and future generations of students.

A 2018 graduate of UNCW with a Bachelor of Science in Exercise Science and a 2021 graduate with a Master of Science in Applied Gerontology, Haley's connection to Liberty began as part of the university's first intern cohort at **Carolina Bay at Autumn Hall**. After joining Liberty as a Wellness Director in 2018, Haley advanced into a leadership role supporting wellness and life enrichment initiatives across the organization's communities.

Committed to developing future professionals, Haley has mentored more than 25 UNCW interns, some of whom have gone on to careers with Liberty Senior Living.

In their current role, Haley created INSPIRE, Liberty's holistic wellness program that supports residents' physical, emotional, and social well-being. Haley also secured Liberty's membership with the International Council on Active Aging, presented at industry conferences, and helped multiple communities earn the ICAA Beacon Wellness Award.

Additional initiatives of Haley's include the Annual Liberty Games, ALympics competitions, Senior Beach Day, and a World War II veterans luncheon.

"Haley's impact on our organization and the residents we serve is extraordinary," said Nicole Cook, Vice President of Operations. "We are incredibly proud to see Haley recognized with this well-deserved honor."

The recognition reflects Haley's lasting influence on residents, colleagues, and the future of aging services.

> **Haley's impact on our organization and the residents we serve is extraordinary. We are incredibly proud to see Haley recognized with this well-deserved honor.**

Nicole Cook
Liberty Senior Living
Vice President of Operations

Age should never put distance between you and what's happening now.

Introducing *Liberty Connects* Podcast

If you think conversations about senior living are all quiet routines and predictable topics, Liberty Connects is here to change that.

Liberty Senior Living's newly launched podcast brings energy, humor, and curiosity to the realities of aging well.

This is where grandmas are gaming, pickleball sparks friendly debate, and someone finally says what everyone is thinking about noisy restaurants.

Episodes lean into everyday moments that feel familiar, surprising, and often funny, including "Storage Units and Other Expensive Forms of Denial," "Procrastination: Humanity's Favorite Hobby," and "The Elephants in the Room: Stuffed, Shelved and Slightly Worthless." Even technology gets a fresh look in "Beyond Quacks and Commands," which explores how virtual voice assistants are reshaping daily life.

Hosted by veteran broadcaster Lisa Fielding, Liberty Connects is a monthly podcast created for anyone who believes aging should be anything but boring…certainly seniors, but also their children, grandchildren, friends and anyone who wants some timely info and suggestions without being preachy.

Each episode is structured into five short segments, making it easy to listen in quick moments or sit back for a longer experience. We're having Liberty Connects events at our communities, during which residents can listen and then discuss the episode. They're enjoying it as much as we enjoy putting it together.

At its heart, Liberty Connects is about staying curious, building connection, and embracing life with humor and purpose. We encourage you to tune in and enjoy!!

To listen anytime, visit www.LibertySeniorLiving.com today for more.

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$1,500 OFF

when making the move to Brightmore of Wilmington as a thank you to those who have served.

JOIN TODAY!

PRIORITY PARTNER PROGRAM

Join the list now so your ideal home is ready when you are!

Check out *Liberty Connects*, Liberty Senior Living's podcast exploring wellness, technology, travel, lifelong learning, and more, all designed to inspire connection, curiosity, and vibrant living.

Scan the QR code to Listen to the latest and greatest of Liberty Connects!

910-636-7199

2324 41st Street
Wilmington, NC 28403

BrightmoreofWilmington.com

Brightmore of Wilmington provides independent living. Assisted living is available at The Kempton. The Commons offers memory care.

TO LEARN MORE, SCAN QR CODE

Brightmore of WILMINGTON | LIBERTY Senior Living

EQUAL HOUSING OPPORTUNITY · ADA COMPLIANT