



COVID-19 Response: An Update from our Senior Vice President of Sales
Thursday, April 16 5:30 PM EST

To Our Sunrise Family:

I recently celebrated my 20th anniversary with Sunrise, and while we're just three full months into 2020, I think it's safe to say this could be my most memorable year with the company. There have been great challenges, but also moments of camaraderie among our teams across the country that remind me just how special the Sunrise team is. I'm so proud to lead a Sales team that, above all, is focused on helping families make the right decision for their family. Like everyone at Sunrise, they are committed to rolling up their sleeves to support our mission to champion quality of life for all seniors, and we need every single one of them to make that happen.

So, when we were initially faced with the unprecedented challenge of supporting our team members, residents and families during in the COVID-19 pandemic, it did not take us long to realize we could harness the passion in (of?) our Sales team and use it to serve our customers and their families in some new and different ways. And that, like everything they tackle, our teams would rise to this new challenge with great energy and dedication to our residents.

Because every dedicated team member makes a difference, our Sales teams have recently stepped into new roles to support programming and recruiting efforts in our communities.

Nearly 150 members of the Sales team will now be spending their days working with our residents as [Life Enrichment Managers](#). Serving as a Life Enrichment Manager will allow them to support our residents by providing 1:1 programming that meets the resident's individual needs and preferences. From reading a great book together, helping a resident FaceTime with family and friends, or knitting a gift for a new Great Granddaughter, these extra hearts and hands will have an immediate impact on our residents, helping them stay connected with their family and friends, and filling their days with meaning and purpose while social distancing in their suites.

Other members of the Sales team will now lend their passion for seniors to helping identify the best and brightest candidates to join our community teams. What better folks to help recruit than those who hear firsthand from prospective residents and families what they are looking for most in a care team and home environment. I've spent some time in the last few days conducting interviews myself and am so excited to help welcome more team members to make a difference at Sunrise – a calling that may be more important now than it ever has been.

Was I a bit nervous about these changes? Simply put - no. Of course, there is so much that goes into selecting the best qualified team members to care for our residents. But I also know that we do not only hire for talent at Sunrise. We also hire for heart – and caring hearts have a way of finding each other during these difficult times.

It is not easy to go to work one day for one job, and then start the next day in a completely different role, which is why I am so impressed with this team of professionals who haven't hesitated to jump in for the benefit of our residents and our communities. No matter the role. No matter the job description. The Sales team is demonstrating that [Heroes Wear Orange](#).

I'm so proud to be a part of this outstanding team!



Kelly Myers
SVP of Sales
Sunrise Senior Living