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ISSUE DATE:  
JUNE 2025



## A Message from Colleen Matthews, Executive Director

Dear Residents and Team Members,

As we welcome the warmth of summer, I'm continually inspired by the spirit of connection at Westminster Village. Thank you to everyone who completed our Independent Living Satisfaction Survey—your input is invaluable. We'll share the results on June 23 at 2:30 PM in the Davis Community Center, and I hope you'll join us.

I'm also excited to introduce Shawn O'Conner from Healthcare Management Partners. With over 15 years in senior living operations, Shawn will support our leadership team, help guide campus improvements, and work closely with residents and staff to ensure we continue delivering the highest quality of care. Please join me in giving him a warm Westminster welcome!

This summer brings an update to our Town Hall schedule: starting in July, we'll host monthly all-resident Town Halls on the fourth Tuesday at 3:00 PM in the Community Center.

I'm also proud to recognize Kenny Poe as our latest Hospitality Hero. Kenny's reliability, kind heart, and willingness to help have made a lasting impression since joining us in 2024.

From our Kentucky Derby celebration to heartfelt Mother's Day events and the Senior Expo, May was full of connection and joy. Thank you for making this community shine.

Warmly,

*Colleen Matthews*  
Executive Director

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# INDEPENDENT LIVING SATISFACTION SURVEY

The results are in and have been tallied. We will host a meeting on June 23 @ 2:30 pm in the Davis Community Center to share the results.



## HOSPITALITY HERO

Kenny Poe came to Westminster September 2024, and works in the Environmental Services department as a floor technician. Kenny is reliable and always willing to help wherever he is needed with a smile.

Kenny is always ready to lend a hand and greet others with a smile, Kenny's determination and strong work ethic shine in everything he does. He has built great relationships with both his team and residents, making him a true asset to our community.



## TOWN HALL MEETINGS - UPCOMING SCHEDULE

The next half of our Westminster Village Town Hall Meetings will be held as all-community gatherings for all residents. These meetings will take place on the **4th Tuesday of each month at 3:00 PM in the Community Center**. Please mark your calendars for the following dates:

- July 22, 2025
- August 22, 2025
- September 26, 2025
- October 28, 2025
- November 25, 2025
- December 9, 2025 (*Please note this is an adjusted date due to the holiday season*)

We look forward to your participation as we continue to stay informed and connected as a community.

# GOOD FRIENDS, GREAT NEIGHBORS

## Kentucky Derby Party

The 2nd Annual Westminster Village Kentucky Derby event was a success! It was a beautiful evening filled with delicious food, great company, thrilling races from Churchill Downs and our own Westminster Downs, plus recognition for best dressed and those who picked the winning horses!



## MOTHER'S DAY

Westminster Village celebrated Mother's Day with a joyful Cake Picnic honoring the incredible mothers and mother figures in our community. The event featured delicious desserts from Executive Chef Kris Kraut of Federal Coffee + Fine Foods, sweet treats from Insomnia Cookies, and beauty touches from Debbie Sims of Mary Kay. Residents and team members contributed homemade cakes, while Nancy Morse and Amanda Walker offered relaxing massages. Guests also enjoyed building their own bouquets with stunning wildflowers from Maggie & Moe's Poplar Flower Shop & Decor. It was a heartfelt celebration filled with love, gratitude, and community spirit.





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# MEET SHAWN O'CONNER FROM HEALTHCARE MANAGEMENT PARTNERS

We're pleased to introduce **Shawn O'Conner**, a dedicated member of the HMP leadership team, who will work closely with **Colleen** and the Westminster Village team to support our community's continued growth and success.

Shawn brings over 15 years of experience in senior living operations, with a strong background in improving services, enhancing resident satisfaction, and helping communities like ours thrive. His role here will focus on:

- **Supporting our leadership team** in day-to-day operations
- **Helping guide our exciting campus improvement projects**
- **Ensuring we continue to deliver the highest quality care and service**
- **Listening to feedback** from residents, families, and team members

As part of the team at **HMP**, the management group working with Westminster Village—Shawn will be a familiar face around campus, helping ensure that this next chapter of improvements is smooth, thoughtful, and centered on what matters most: **you, our residents**. Please join us in welcoming Shawn to the Westminster Village family!



# MAY SALES UPDATE FROM COLLEEN

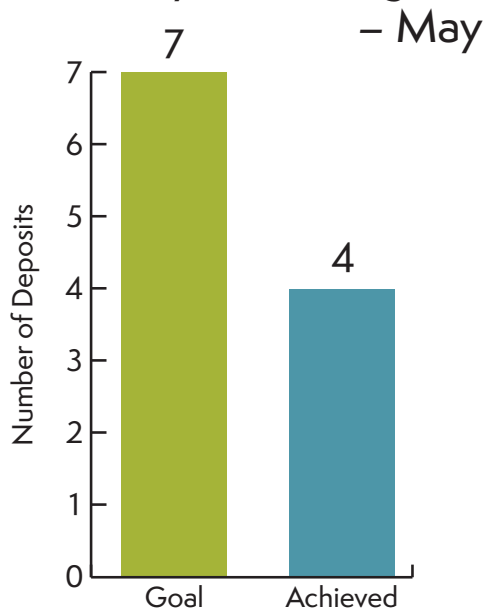
## Progress, Momentum, and Growth

As we wrap up the month of May, I want to take a moment to highlight the strong efforts and growing momentum we're seeing across the team.

### Sales Highlights:

- ✓ **4 new deposits** were achieved this month, bringing us over halfway to our **monthly goal of 7**. Great work!
- ✓ We've also seen an **acceleration in settlements**, with **2 scheduled earlier than expected**, positively impacting our revenue and occupancy.
- ✓ The Assisted Living census has climbed to **34 residents** — a strong indicator of our team's dedication and the community's appeal.

### Monthly Sales Progress



Let's continue this upward trend in June by focusing on strong follow-ups, creative outreach, and closing opportunities already in motion. Every touchpoint counts!

Thank you all for your continued hard work and collaboration. I'm proud of the momentum we've built and confident that we're on track for even greater success.

— Colleen

# EXCITING UPDATE: GOOD FRIENDS, GREAT NEIGHBORS REFERRAL PROGRAM.

We're thrilled to share an exciting update to our Friends & Family Referral Program at Westminster Village! If you refer someone who becomes a resident in our community, you'll receive a \$2,500 reward — our way of saying thank you for helping to grow the Westminster family.

## Your Reward, Your Choice

You can use the \$2,500 however you like –

- ✓ Keep it for yourself
- ✓ Donate it to your favorite **charity**
- ✓ Give it to your **Church** or a cause that's meaningful to you



This is an excellent opportunity to share the Westminster experience with friends, neighbors, or loved ones who may be seeking a vibrant and supportive community like ours.

**To make a referral**, speak with Colleen or a member of the sales team. Let's continue building something special—together.



1120 E. DAVIS DRIVE  
TERRE HAUTE, IN 47802  
812-242-4600  
[www.westminstervillagein.com](http://www.westminstervillagein.com)