

NEWBRIDGE
ON THE CHARLES



Dr. Miriam and Sheldon G. Adelson Campus

June 17, 2022

Dear Independent Living Residents and Staff,

We are members of the Dining Advocacy Group that is focused on overseeing the selection and engagement of a firm to partner with Independent Living members and staff to elevate the culinary experience here.

We wish to report that we have signed a contract with a firm called 3rdPlus Culinary Coach to help us execute our Phase One: reviewing the current culinary operations at NewBridge, partnering with us to align on areas where there are opportunities to elevate, and setting clear goals.

Before selecting 3rdPlus, we sent a request for proposal out to firms around the country in search of an organization to partner with. Resident representatives from the Food Committee were also part of the vetting process. After Phase One we will determine whether it makes sense to continue to partner with 3rdPlus.

This is an initiative that NewBridge has considered for years to improve satisfaction with our dining experience in ways that reflect the evolving needs and preferences of our residents and to attract future residents. Our recent survey results indicated that resident satisfaction with dining is currently higher than before the pandemic. We are confident we are in a place of strength with a strong team who can build on existing positive momentum.

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As a next step, 3rdPlus will bring several of its specialists to NewBridge for a few days. They will seek to get to know our community and our culinary operations and will facilitate focus groups of residents and staff.

We look forward to sharing updates about when 3rdPlus will come to campus and about the process for identifying focus group participants once more is known.

Thank you,

Len Green, Chairperson of the Food Committee and resident;

Justin Wyner, HSL Trustee and resident;

Deane Marchbein, recently established resident;

Joshua Ferraro, Director of Food and Beverage;

Eileen O'Donoghue, Executive Chef;

Joel Jones, Director of Restaurants;

Matt Hollingshead, Executive Director;

Sara Garrity-Gentile, Director of Real Estate Planning;

Steve Colwell, former Executive Director