THE South Bay SENTINEL

News from South Bay at Mount Pleasant luxury senior living community in Mount Pleasant, South Carolina



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Welcome to *The South Bay Sentinel*

We're excited to introduce *The South Bay Sentinel*, our new quarterly newsletter designed to keep you connected, informed and inspired. Each edition will share highlights from Liberty Senior Living, the organization that proudly owns and operates **South Bay at Mount Pleasant**, along with the latest happenings right here in our vibrant community.

Inside, you'll find news about Liberty's innovative programs and resources, as well as stories celebrating the accomplishments, creativity and spirit of our residents and team members. From engaging events and wellness initiatives to dining updates and campus enhancements, *The South Bay Sentinel* offers a window into the lifestyle that makes our community so exceptional.

We have much to celebrate and even more to look forward to, and we're delighted to share it all with you.

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

LIBERTY Senior Living 150 Years
EST. 1875

Welcome to the inaugural issue of our Liberty Senior Living quarterly newsletter.

A family-owned company, Liberty Health is celebrating 150 years of service and has continued to evolve with each generation. Liberty Senior Living is one of the newest divisions of the organization and reflects the vision of the fourth generation principal owners. Their leadership has guided the development of new communities along with the thoughtful acquisition and renovation of existing ones.

The past year has been exciting. We have welcomed new senior living communities into the Liberty family, including **The Carlisle Palm Beach** in Lantana, Florida and **Preserve at Fairfield Glade** in Crossville, Tennessee. We have also strengthened our corporate leadership team with the addition of **Robert Goyette** as Chief Operations Officer and **Max Newland** as Chief Investment Officer. Together they bring experience and insight that will help lead Liberty into its next chapter.

We are also excited to launch our new podcast, *Liberty Connects*, where we share interesting news, insights on senior living and more. Through the podcast and this newsletter, we look forward to keeping you connected to the people, places, and experiences that make Liberty Senior Living special.

Program INSPIRES Residents to Stay Active and Engaged

Just as the letters of its name suggest, the INSPIRE program, developed by Liberty Senior Living for its communities, emphasizes seven key elements for leading a healthy, happy life. They are:

I NCLUSIVE
N UTRITI0N
S PIRITUAL
P HYSICAL
I NTELLECTUAL
R ECREATIONAL
E NGAGING

Whether offering a Zumba class, an outing to an area museum, hosting a guest speaker from a local university, or inviting a local artist to teach a class, our communities custom-design programs and activities to help residents improve all aspects of their physical, emotional, spiritual, and mental health.

Each of our upcoming issues of the quarterly newsletter will focus on one of the key elements comprising INSPIRE. We're excited to have the opportunity to showcase our engaging, innovative and holistic programming.

We are dedicated to providing a wide range of offerings so that there is something (in fact, quite a bit) for everyone. We'll share how many of our programs are suggested/requested by residents, and some are in fact led by residents with special interests, talents, and areas of expertise.

At Liberty Senior Living, wellness thrives when residents feel engaged and empowered. The INSPIRE program brings this to life with opportunities that nurture mind, body, and spirit through meaningful, enjoyable activities.



CONGRATULATIONS TO OUR 2025 WINNERS!

CHEF PAM BALLARD & SOUS CHEF FABIAN



TOP CHEFS TAKE CENTER STAGE IN A CELEBRATION OF CULINARY SKILL

Pan-seared scallops and tempura crab over herbed forbidden rice with cilantro, sweet pea purée, garnished with red pepper coral, caviar, and a fried crab leg…these aren't ingredients one typically associates with senior living dining. Yet this was one of the remarkable dishes created by a Liberty Senior Living executive chef during the organization's inaugural Top Chef Competition.

SHOWCASING CULINARY EXCELLENCE

The competition was designed to highlight that dining in today's senior living communities rivals upscale restaurants, offering flavorful, diverse, and beautifully presented meals prepared by accomplished professionals.

FROM COMMUNITY KITCHENS TO THE BIG STAGE

The first round of the competition featured Executive Chefs from Liberty's independent living communities creating a main course. The five top contenders advanced to the final two rounds, held at **The Barclay at SouthPark** in Charlotte, where they prepared an appetizer and a dessert.

JUDGING WITH EXPERTISE AND FLAVOR

A panel of five judges including a resident dining committee representative, Liberty corporate leaders, and guest Chef Jerry Lanuzza, Associate Professor at Johnson & Wales University, evaluated each dish on creativity, presentation, and flavor.

CROWNING LIBERTY'S TOP CHEF

Pam Ballard of **South Bay at Mount Pleasant** near Charleston, South Carolina, earned the title of Top Chef.

The spirited competition celebrated Liberty Senior Living's culture of excellence, spotlighting the talent, creativity, and pride of its chefs.





Stride by Stride, Changing Lives

At **South Bay**, purpose and perseverance go hand in hand. This year, 30 residents and team members laced up their sneakers and rallied together for LOWVELO, the annual fundraiser supporting innovative, lifesaving research at MUSC Hollings Cancer Center.

Originally designed for cyclists who secure sponsorships for riding targeted distances, LOWVELO inspired **South Bay** residents to create their own path. Determined to participate in ways that matched their personal fitness levels, they launched a pilot program tailored to their community. Participants set individual fitness and fundraising goals, tracking miles walked. There were also two bake sales at **South Bay** to support fundraising efforts.

The impact each year has been remarkable. **South Bay** is among the top fundraising teams and has inspired other senior living communities to participate.

The recent result was a top 15 team finish and $12,696 raised, reaching 127% of their goal. Proof that at **South Bay**, you do not have to ride a bike to move the needle.





Small Boats, Big Smiles at South Bay

South Bay recently made waves with the launch of its new Model Yacht Club, a creative and relaxing hobby built around the community's beautiful on campus pond. Each month, residents gather to watch model sailboats glide across the water, powered by a mix of remote control and natural wind.

The club began when three residents who already owned model sailboats shared their passion and invited others to join. From there, The South Bay Model Yacht Club was born. **South Bay** even purchased an additional boat so any resident curious about learning can give it a try before deciding to purchase one of their own.

The club welcomes independent living residents, assisted living residents, and even passersby from the surrounding neighborhood who stop to enjoy the scene. Best of all, the instructors are fellow residents, creating an easygoing, supportive environment where friendships form as naturally as the breeze that fills the sails.





Fun-Filled Competitions at South Bay at Mount Pleasant

South Bay residents *jumped* right into one of the community's most anticipated traditions, the Liberty Olympic Games. Launched by Liberty Senior Living in 2018 for its independent living communities, the Games are designed to stimulate movement, mental engagement, and meaningful connections among the residents. This year we introduced ALympics for **Shem Creek at South Bay** assisted living residents.

Friendly competition filled the week across the community with events including shuffleboard, pool volleyball, races, cornhole, and more. The participants were cheered on by South Bay's energetic cheerleading squad.

Top independent living competitors advanced to Raleigh in March to represent **South Bay** at the Liberty Games at **Hayes Barton Place**.





South Bay's Award-Winning Chef

At **South Bay**, exceptional dining is part of daily life, and now it comes with a championship title. Chef Pam Ballard has been named Liberty Top Chef after earning a rare perfect score at Liberty Senior Living's first culinary competition.

The event brought together top chefs from across Liberty communities, all united by one goal: creating extraordinary dining experiences for residents. Chef Pam rose to the top with a refined, imaginative menu that impressed judges in every category. Her appetizer featured a pan seared scallop with forbidden rice, tempura crab, and caviar. For dessert, she wowed the panel with an edible dark chocolate coffee cup filled with Kahlua-soaked devil's food cake, avocado chocolate mousse, and espresso crème.

Her flawless execution and bold flavors showcased the caliber of cuisine residents enjoy each day. As Liberty leaders noted, the competition celebrated the passion, creativity, and pride that define its culinary program.







Membership and Involvement with ICAA

Members of Liberty Senior Living's independent living wellness and life enrichment teams annually attend the International Council on Active Aging (ICAA) conferences. They return bursting with ideas for new programs to offer their residents. Involvement with ICAA reflects Liberty Senior Living's deep commitment to promoting health and wellness programs throughout communities. It ensures their professional team is equipped with the latest knowledge and research regarding healthy aging, integral to Liberty's mission of helping residents stay as independent as possible.

Awards

For the third consecutive year, a Liberty Senior Living community received the ICAA Beacon Wellness Award, honoring the top 25 senior living wellness programs in North America. This year's recipient was **The Barclay at SouthPark** in Charlotte, North Carolina. The award recognizes senior living communities and leaders who embrace wellness as a core value that shapes culture, sparks innovation, and enhances quality of life.

Additionally, this past year, Liberty Senior Living earned the prestigious ICAA 100 Member designation, highlighting its commitment to whole-person wellness across all levels of care, adding assisted living, memory care, and skilled nursing to the independent living membership. This has already inspired enhancements to Liberty's hallmark Olympic games, introducing ALympics competition for assisted living residents.

Looking Ahead

Liberty Senior Living's association with ICAA continues to inspire innovation, collaboration, and growth. By embracing the latest research and ideas in active aging, Liberty reaffirms its commitment to helping every resident live life to the fullest in body, mind, and spirit.



> "Honoring veterans is not only our duty, but also our profound privilege."



Liberty Senior Living Honors Veterans with Walls of Honor and Community Celebrations

A Day to Remember

On Veterans Day 2025, Liberty Senior Living honored nearly 700 residents and team members who are veterans, across its communities. Each community unveiled a new Wall of Honor featuring plaques, folded flags, and the names and photos of veterans. Every veteran also received a challenge coin from Liberty.

Standardizing Recognition Across Communities

"We want to ensure all of our communities are honoring all of our residents and staff who have served," said Haley Kinne-Norris, Home Office Director of Life Enrichment and Wellness. "This initiative ensures we're recognizing veterans consistently and meaningfully."

Celebrating with Ceremony and Song

Celebrations included a ceremony at Liberty's corporate office in Wilmington, North Carolina, featuring local high school color guard, the resident choir from the **The Kempton at Brightmore**, and a flag ceremony. Every Liberty community held similar events to honor their veterans.

Honoring World War II Heroes

In September, Liberty Senior Living had hosted a special luncheon marking the 80th anniversary of the end of World War II at its two Wilmington communities, **Brightmore of Wilmington** and **Carolina Bay**. Seven World War II veterans were honored with challenge coins, and family members shared photos and biographies of their loved ones.

Respect, Gratitude, and Inspiration

"Honoring veterans is not only our duty, but also our profound privilege," said Will Purvis, President of Liberty Senior Living. "Through our initiatives, Liberty Senior Living ensures veterans receive the respect and gratitude they deserve while inspiring future generations to remember their courage and sacrifice."

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Liberty Connects!

Liberty Connects podcast sparks ideas, shares inspiration, and celebrates what's possible for every stage of life. Brought to you by Liberty Senior Living, *Liberty Connects* is all about helping older adults stay engaged, curious, connected and entertained. You'll hear from fascinating seniors, and creative and passionate professionals and experts who are constantly rethinking what senior living looks like today, from wellness to tech, travel to lifelong learning, and everything in between.

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SOUTHBAYATMOUNTPLEASANT.COM

South Bay at Mount Pleasant is a continuing care retirement community providing independent living. Assisted living, memory care and respite care are offered on-site at Shem Creek at South Bay.

TO LEARN MORE, SCAN QR CODE

South Bay AT MOUNT PLEASANT | LIBERTY Senior Living

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