THE South Bay SENTINEL

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



Table of Contents

1 Cover Story

2 Liberty Senior Living Reaches New Heights

3 2nd Top Chef Competition

4-5 South Bay News

6 Leadership with Purpose

7 Culinary Leadership with a Focus on Success

8 Special Events & Contact Information

Welcome to the third issue of *The South Bay Sentinel*, your inside look at the people, experiences, and connections that make life at **South Bay at Mt. Pleasant** so special.

Summer has been a season filled with fun, friendship, and memorable moments. From lively activities and special events to everyday opportunities to gather, connect, and try something new, there has been plenty happening throughout the community.

Now, as summer gives way to autumn, a new season of possibilities is beginning. Residents can look forward to seasonal celebrations, engaging programs, meaningful connections, and plenty of opportunities to enjoy everything this beautiful time of year has to offer.

In this issue, discover stories, updates, and highlights that capture the spirit of **South Bay at Mt. Pleasant** and the people who make it feel like home.

Turn the pages to celebrate a summer well spent and see what is happening this fall at **South Bay at Mt. Pleasant.**

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

LIBERTY SENIOR LIVING REACHES NEW HEIGHTS, RANKING AMONG NATION'S LARGEST PROVIDERS

Liberty Senior Living has reached a significant milestone, ranking #49 nationally in *Argentum's* Top 150 Providers report. *Argentum* is the leading national association representing companies and professionals serving the senior living industry.

The ranking places Liberty at #26 among independent living providers, #33 based on operational resident capacity and tied for #9 among the nation's largest continuing care retirement community providers. Another indication of Liberty's scale: Liberty ranks #35 among the Top 50 senior housing owners in the annual ranking published by the American Seniors Housing Association (ASHA) and Seniors Housing Business.

These achievements reflect the strength of Liberty's communities, teams and mission. Operating at scale provides meaningful operational, financial and strategic advantages, including greater efficiency, marketing effectiveness, technology integration, talent development and retention, and stronger brand recognition and trust.

As the senior living industry continues to grow, Liberty's scale creates opportunities to invest, innovate and expand while remaining focused on creating exceptional experiences for residents and their families.

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	N	S	P	I	R	E
INCLUSIVE	NUTRITION	SPIRITUAL	PHYSICAL	INTELLECTUAL	RECREATIONAL	ENGAGING

N IS FOR NUTRITION

Nutrition is an integral part of holistic wellness, recognizing that what we eat plays an important role in fueling the body, supporting wellbeing and enriching everyday life. Life enrichment and wellness teams work hand in hand with dining services to create nutritious, enjoyable dining opportunities that reflect residents' preferences.

Choice and variety are at the heart of the Liberty dining experience, with weekly specials, rotating menu items, self-selected options and seasonal offerings. Residents can enjoy everything from casual bites and pub nights to fine dining with friends and guests.

Nutrition also can be an opportunity for learning and connection through nutritional seminars, presentations, cooking demonstrations and classes that encourage residents to explore new foods, recipes and healthy choices.



WINNER

EXECUTIVE CHEF JUSTIN ABRAMSKY
Brightmore of Wilmington

FINALISTS

EXECUTIVE CHEF DWAYNE MCINTOSH
The Carlisle Palm Beach

EXECUTIVE CHEF PAM BALLARD
South Bay at Mount Pleasant



A TASTE OF SARDINIA TAKES THE TOP PRIZE

What happens when Liberty Senior Living's top chefs combine culinary creativity with the food traditions of the world's five Blue Zones? A flavorful competition celebrating food, wellness and the art of exceptional dining.

FROM REGIONAL COMPETITION TO CHAMPIONSHIP

Liberty Senior Living's second annual Top Chef Competition brought together nine executive chefs from our communities across North Carolina, South Carolina and Florida. After regional competitions, three finalists advanced to the championship at **The Carlisle Palm Beach** in Lantana, Florida.

Each finalist created a savory dish and dessert inspired by one of the five Blue Zones, regions known for longevity, healthy lifestyles and distinctive food traditions. Dishes were judged on taste, creativity, presentation and how effectively they captured the spirit of the selected region.

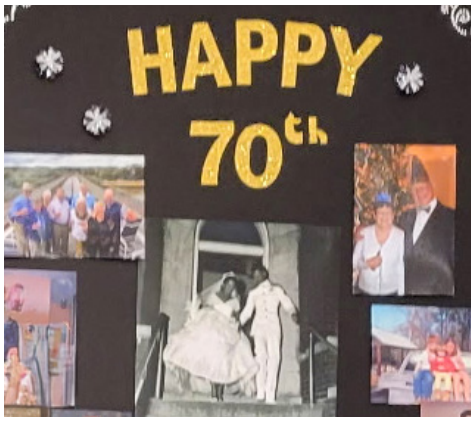
BRIGHTMORE CHEF TAKES THE CROWN

Executive Chef Justin Abramsky of **Brightmore of Wilmington** earned the top honor with a menu inspired by Sardinia, Italy. His savory creation featured olive oil poached branzino, fregola risotto, artichoke and fennel ratatouille, saffron tomato broth and artisanal bread. Dessert continued the Sardinian theme with citrus olive oil cake, pear consommé, apricot balsamic ragu, honey gel, lemon persimmon cream, white chocolate and pistachio tuile.

A CELEBRATION OF CULINARY TALENT

The championship brought a festive atmosphere to **The Carlisle Palm Beach**, with ice carvings, food trucks, live streaming and enthusiastic support from residents and team members throughout Liberty communities.

The competition showcased Liberty's talented culinary professionals and the organization's commitment to making dining a flavorful, creative and meaningful part of everyday life.





70 Years of Trust, Faith and Humor

After 70 years of marriage, the Mayberrys have learned a thing or two about building a life together. The couple, both originally from Virginia, recently celebrated their 70th wedding anniversary and have been residents of **South Bay at Mount Pleasant** for two years.

Their story began in the early 1950s when she was teaching at CT College and he was training to become a submariner. Now, seven decades later, they remain active and engaged and are enjoying their life at **South Bay**, participating in the community and enjoying time with friends.

According to their daughter, Brook, if asked to what they attribute their long marriage, their answer would be simple: "Trust, faith, and humor."

That combination seems to have served them well.

"They are committed to one another, humble, graceful and a great example of a life well lived," says Executive Director Sean Davis.





South Bay Bakes Up Support for Cancer Research

At **South Bay at Mt. Pleasant**, the annual Your Mother's Favorite Bake Sale has become a much-anticipated tradition for cancer research. The event continues to grow, as does the tempting lineup of homemade treats. Residents enjoy pulling out treasured old recipes and baking from scratch, with this year's offerings including lace cookies, Pennsylvania squares, chocolate dipped biscotti, zucchini chocolate bread and plenty more.

But the bake sale is about much more than baked goods. **South Bay's** quilters donated handmade microwave bowl holders. A resident who designs high end perfume packaging donated beautiful perfumes and skin care products. Residents served as personal shoppers for neighbors who use assisted walking devices. **South Bay's** marketing team handled the seemingly endless packaging, labeling and pricing, while dining pitched in, too.

The $3,000 raised is certainly worth celebrating. But perhaps the sweetest part is seeing residents and team members across **South Bay** contribute their time, talents and creativity to a common cause.





South Bay Olympics Bring Fun and Friendly Competition

The **South Bay** Olympics are here, bringing residents together for some friendly competition, plenty of laughs and a chance to test their skills. The in-house event gives residents a casual way to compete and try something new.

This year's lineup includes putting, seated bowling, cornhole, bocce, water walking and swimming. Just-for-fun events and crowd favorites include a giant Jenga, giant beer pong, one leg balance with residents seeing how long they can stay steady, and a tennis ball toss challenge to see how many times they can toss the ball back and forth in 30 seconds.

Residents can also try events that will be featured at the upcoming Liberty Games, including water walking races, ping pong, water balloon tosses, Yarts and more.

Whether competing for bragging rights or simply joining the fun, the **South Bay** Olympics prove that a little friendly competition can go a long way.





South Bay Residents Go the Distance for Cancer Research

For the fourth consecutive year, residents at **South Bay at Mt. Pleasan**t are going the distance for LOWVELO, the annual fundraiser supporting innovative, lifesaving cancer research at MUSC Hollings Cancer Center.

While LOWVELO was designed around cyclists who raise sponsorships and ride targeted distances, **South Bay** residents created their own way to participate. They set individual fitness and fundraising goals and track their miles through walking, stair climbing and water walking in the pool. One resident is even taking on the actual LOWVELO bike ride in November alongside South Bay leadership.

The **South Bay** team has grown from 17 residents in 2023 to 37 this year, and their impact reaches well beyond their own campus. **South Bay** consistently ranks among the event's top fundraising teams and has inspired other senior living communities to join the effort.

Different pace, different paths, same destination: helping fund the fight against cancer.



LEADING WITH PURPOSE: BOB GOYETTE FEATURED IN LIFE IN BRUNSWICK COUNTY MAGAZINE

Liberty Senior Living Chief Operations Officer Bob Goyette was recently featured in Life in Brunswick County Magazine, highlighting a career defined by service, leadership and a commitment to putting people first. The story was written by Ashley Daniels.

A CAREER ROOTED IN SERVICE

Goyette's journey to senior living began in the military, where he served as a combat medic in the Army before transferring to the Air Force. His experience caring for patients and working across the healthcare continuum sparked a passion that would shape more than three decades of leadership in senior living.

LEADING AT THE HIGHEST LEVEL

Today, as Liberty Senior Living's Chief Operations Officer, Goyette provides strategic leadership for the organization's operations, helping ensure communities have the people, resources and support needed to deliver exceptional experiences for residents and their families. Throughout his career, he has held nearly every major leadership position in senior living and has helped open more than 50 communities across the country.

DEVELOPING LEADERS, STRENGTHENING LIBERTY

For Goyette, however, leadership is about more than operations and growth. It is about developing people. He takes particular pride in mentoring leaders, recognizing their strengths and helping them achieve more than they thought possible.

His approach reflects the culture at Liberty Senior Living, where strong leadership begins with a commitment to serving others.

> "IT JUST SEEMED LIKE A GREAT FIT FOR ME BECAUSE WHAT'S MOST IMPORTANT IS TO BE BEST IN THE WORLD AT RECRUITING, HIRING, TRAINING AND RETAINING PEOPLE WHO SHARE OUR PASSION AND VALUES. IT'S ALL ABOUT THE PEOPLE."

BOB GOYETTE
Liberty Senior Living
Chief Operations Officer







CULINARY LEADERSHIP WITH A FOCUS ON SUCCESS

BEHIND THE SCENES, RAISING THE BAR FOR DINING

Bobby Senter, Liberty Senior Living's Corporate Culinary Service Specialist, works behind the scenes to help culinary teams deliver exceptional dining experiences for residents.

With 12 years of senior living experience as a kitchen manager, executive chef and corporate chef, plus five years as a restaurant executive chef, Senter brings both culinary expertise and operational experience to his role. He supports communities with menu development, budgeting, staffing, training, technology, dining programs and new community openings.

His role also gives him a unique perspective on the many elements that come together to create a successful dining operation. From designing dining spaces and implementing new systems to working directly with community culinary leaders, Senter helps turn Liberty's culinary vision into reality. He can move from discussing a menu or kitchen operation to looking at the systems, staffing and resources that make it possible to deliver that experience consistently.

"A big part of my role is helping our culinary teams continue to grow their talent, while creating a consistently exceptional dining experience across the organization," he said.

For Senter, one of the most rewarding parts of the job is seeing what happens when talented culinary professionals have the support and freedom to do their best work.

"We have incredibly talented chefs and dining professionals throughout Liberty," he said. "My goal is to give them the tools, support and freedom to be creative while continuing to push the standard of what senior living dining can be."

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when making the move to **South Bay at Mount Pleasant** as a thank you to those who have served.

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Brought to you by LIBERTY Senior Living

Tune in to our *Liberty Connects* podcast to explore topics you've wondered about, plus some you never knew to wonder about. From procrastination and storage units to grandma gamers and the conundrum of pickleball. It's know- how without the know-it-all.

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

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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

EQUAL HOUSING OPPORTUNITY ADA COMPLIANT