

## GREEN BAY + HEALTHCARE PROFILES



## Living Life to Its Fullest

As innovators in residential care, Emerald Bay Retirement Community provides safe, independent living experiences for residents while training new generations of industry leaders.

For residents of Emerald Bay Retirement Community, entering this sprawling estate feels like coming home. Grand windows and vaulted ceilings give the communal dining room an elegant feel, while a three-way fireplace invites friends to pull up a chair and chat. Residents live in well-appointed apartments customized to meet their needs and enjoy walking trails in the woods and gardens that surround them.

This welcoming, homey atmosphere represents the vision of BAKA Enterprises, Inc., the management company of Emerald Bay. As industry leaders, BAKA cultivates unique experiences in assisted living and trains new generations of staff and administrators in its innovative practices.

"Most people have a misconception of what assisted living is," says Michael Fredrickson, vice president of business development at BAKA Enterprises. "They think it's a sterile environment where residents sit in their apartments all day. Not here: We offer assisted living services in a beautiful, home-like setting where residents can meet new people and enjoy life."

### LEADERS IN RESIDENTIAL CARE

When long-term health care industry veterans Katherine Tegen and Barbara Bittner decided to launch a residential

care facility, they wanted to challenge the status quo. Over the years, they'd noticed a lapse in engaging activities and a dearth of quality training programs. They launched BAKA Enterprises—"BAKA" being a shorthand combination of "Barbara" and "Katherine"—to serve as a beacon of professional education and residential care. Today, the company is one of just two in Wisconsin certified to train administrators in the operation of community-based residential facilities. They are currently developing an online training program to reach students across the country eager to learn BAKA's methods for providing exemplary care for residents.

Encouraging independence is key to that approach. "Just because someone moves into one of our communities doesn't mean we want to do everything for them," says Fredrickson. "In fact, cultivating independence gives residents a stronger sense of self-worth and promotes longevity."

At communities like Emerald Bay, staff balance safety and independence while meeting individuals' needs, from encouraging socialization and helping with medication management to providing basic oversight. Included in this support network are on-site physical,



occupational, and speech therapists as well as 24/7 access to caregivers. Acknowledging that residents' needs change over time, Emerald Bay offers locked-in rates to keep the conversation focused on the evolution of care, not pricing, as residents age.

The philosophy of care that distinguishes Emerald Bay shines through in the activities offered in its community. Residents can partake in a variety of activities including bingo, live entertainment, and group outings. They can join cooking classes hosted by an in-house chef as well as walking and exercise clubs. And there's always the option to pull up a stool in the pub for a beverage and a chat with friends.

"Moving into our community doesn't mean that life is over," Fredrickson says. "It's a new beginning where residents can live life with confidence while knowing we're always here for them."

BAKA presents  
**EMERALD BAY**  
— RETIREMENT COMMUNITY & MEMORY CARE —