

## PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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### **THE CARDINAL AT NORTH HILLS ANNOUNCES HOSPITALITY TRAINING PARTNERSHIP WITH FORBES TRAVEL GUIDE**

RALEIGH, N.C., July 13, 2018 – The Cardinal at North Hills, a Kisco Senior Living community, is the first senior living community in the nation to partner with Forbes Travel Guide to provide its associates with access to the Luxury Hospitality Standards Training Program. The training is part of an ongoing partnership to sustain a culture of service excellence for years to come. On July 18, Forbes Travel Guide will present The Cardinal team with a plaque acknowledging the partnership and integration of the world-class training designed to enhance service skills and inspire staff to elevate the resident and guest experience.

“We feel privileged to be the first community in the country to partner with Forbes Travel Guide and undergo this hospitality training,” said Tom Ford, executive director of The Cardinal at North Hills. “Our residents and their guests have lived in the finest places, traveled the world, dined in the most luxurious establishments and held significant positions of influence, so they expect the best. Our goal is to provide a Five-Star level of service for our residents. In my 30 years of experience in the senior living industry, I have never seen a senior living company take hospitality to this level. It is exciting to take part in such a meaningful initiative.”

Understanding the importance of investing in associates and management to provide proven and consistent methods of delivering quality service, Kisco Senior Living found the ideal partner in Forbes Travel Guide. The Cardinal attracts and develops top talent through systemic onboarding and training that supports Kisco’s distinctive principles, values and beliefs.

“While Kisco has maintained an excellent reputation for providing quality service to seniors for more than 25 years, as we look to the future we recognize the need to align with an organization that is known for building a world-class system of service excellence to build on our already strong foundation,” said Brian Grandbouche, senior vice president of operations for Kisco Senior Living.



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<http://www.kiscoseniorliving.com>

“By taking our service standards to the next level, we empower our associates to anticipate the needs of residents and guests without approval or guidance from the upper management team,” said Ford. “Associates acknowledge that the training has elevated their awareness levels in their personal lives and that they are using the tools outside of work when interacting with people. Residents and guests have both commented on the heightened level of service, and it is an honor to make a positive difference in so many lives.”

New associates of The Cardinal at North Hills receive a two-and-a-half-hour orientation on the training and service standards.

“We’re delighted to collaborate with Kisco, the first senior living company to partner with Forbes Travel Guide to boost service levels,” said Gerard J. Inzerillo, chief executive officer for Forbes Travel Guide. “Kisco demonstrates that delivering service excellence to its residents is a priority, and it is setting an example for the rest of the industry.”

If you are interested in attending the event, covering this story or setting up an interview with Tom Ford, please contact Lauren Witt via phone at 214-378-7970 ext. 306 or email at [lwitt@thepointgroup.com](mailto:lwitt@thepointgroup.com) or Amy Jones via phone at 214-378-7970 ext. 302 or email at [ajones@thepointgroup.com](mailto:ajones@thepointgroup.com).

## **ABOUT THE CARDINAL AT NORTH HILLS**

The Cardinal at North Hills is Midtown Raleigh’s premier continuing care retirement community located in the vibrant North Hills Midtown District, steps away from a variety of walking trails, retail shops, delectable restaurants, theaters, concerts, medical services and much more. Within the 6-acre campus, The Cardinal features 165 luxurious independent living apartments, as well as assisted living apartments, memory care suites, private rooms for short-term rehabilitation and skilled nursing, all accessible under one roof and nestled within a lively urban setting.

At The Cardinal at North Hills, residents enjoy a variety of amenities including healthy chef-prepared dining choices delivered in the bistro, main dining room or pub. The community also has a state-of-the-art fitness center and award-winning wellness program, full-service health and beauty salon, blooming gardens, courtyards with walking paths, outdoor entertaining areas and terraces, and a full list of daily activities from which to choose. Residents are also provided with housekeeping and linen service, concierge services, scheduled transportation, intellectually stimulating events and activities, as well as opportunities to engage in social and recreational programs. It is a place where people can share passions, live in balance and build a lasting legacy.



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As a Kisco Senior Living community, The Art of Living Well® philosophy is in every aspect of community life. Unique social and wellness opportunities strengthen the mind, body and spirit.

For more information, call 561-232-6700 or go to [lifeatthecardinal.com](http://lifeatthecardinal.com).

## **ABOUT FORBES TRAVEL GUIDE**

Forbes Travel Guide is the only independent, global rating system for luxury hotels, restaurants and spas. Started as Mobil Travel Guide in 1958, the company created the first Five-Star rating system in the United States. Today, Forbes Travel Guide's incognito inspectors travel the world, evaluating properties based on up to 900 rigorous, objective standards. The company's annual Star Ratings, reviews and daily travel stories help discerning travelers select the world's best luxury experiences. For more information about Forbes Travel Guide, visit [forbestravelguide.com](http://forbestravelguide.com).

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