

# HENRY FORD VILLAGE

August 22, 2017

To whom it concerns,

The Village Travelers has been the preferred company for coordination of resident travel activities at Henry Ford Village Senior Living since the community's inception in 1993.


I have been with Henry Ford Village for 20 years, serving in capacities of Assistant to the Executive Director, Sales Director, Marketing Director, Business Development Director and Resident Life Director. Throughout the past 20 years, in a variety of roles that have interacted with the resident travelers, I have personally and professionally observed extraordinary professionalism of Village Travelers in their conduct and coordination with the residents of Henry Ford Village for travel arrangements.

The resident travel club periodically has vetted the Village Travelers Inc. and compared other service providers, and have for 20 years, with full-confidence, renewed their relationship with the company for total and complete partnership and support. I have and continue to know a multitude of residents who have and do travel with the organization, from trips as far Australia to local mystery day trips, and I've only heard stellar resident feedback. The residents of Henry Ford Village are big advocates for the company and team that provide them with excellent communication and support, and assure their safe and treasured travel experiences.

I've observed that coordinating travel for the residents of a senior community requires experience and nuance to intentionally provide optimum accessibility and assure support necessary to provide maximum independence. Even travel companies that provide services to senior centers tend to have an expectation and experience with a younger senior, and are not as aware or able to provide the unique support and communication that brings success to the resident of a senior living campus. Village Travelers is that rare company that has the experience and the desire to invest in this population and their success.

I would highly recommend Village Travelers for consideration of any organization seeking a travel company providing travel experiences for seniors.

Sincerely,



Adam Sterling  
Resident Life and Business Development Director