

Senior Living CEO Presents Pioneering Vision for the Future of Housing and Care for Older Adults

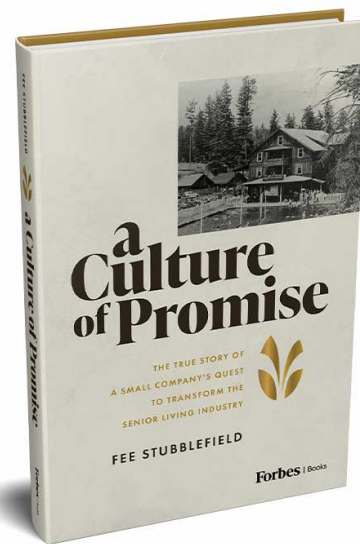
"A Culture of Promise" by Fee Stubblefield is released with Forbes Books.

NEW YORK, NY, USA, June 25, 2024 /EINPresswire.com/ -- "A Culture of Promise: The True Story of a Small Company's Quest to Transform the Senior Living Industry" by Fee Stubblefield is published with Forbes Books, the exclusive business book publishing imprint of Forbes. This is a must-read for anyone interested in organizational culture, who works or invests in housing, cares for older adults, or will someday live as an older adult. "A Culture of Promise" is available [today on Amazon](#) and [Walmart.com](#).

How we live as older adults is about to change. In the transformative book, "A Culture of Promise," Fee Stubblefield, founder and CEO of The Springs Living, shares a compelling narrative that merges his personal journey with his professional mission to guide his industry through this period of change.

Drawing from decades of experience and driven by a personal promise to his grandmother, Stubblefield highlights the pressing need for a radical overhaul of the senior living sector. The book not only critiques current practices but also lays out a concrete blueprint for creating vibrant, caring communities where older adults can genuinely thrive. At its core, "A Culture of Promise" challenges readers to reimagine how we live as older adults, emphasizing transparency, accountability, respect, and a commitment to excellence.

"One of the biggest fears most older adults have is outliving their money," Stubblefield said. "To achieve our societal goals on the care of our seniors, we must work with all the stakeholders,



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governmental regulators, and yes, even politicians. We must look at each resident as someone we love deeply, like my grandmother—just as we would want others to do for us.”

About Fee Stubblefield

Fee Stubblefield, founder and CEO of The Springs Living, owns, develops, and manages communities and services for older adults. Based in McMinnville, Oregon, it owns and operates twenty communities in the Pacific Northwest, offering independent living, assisted living, and memory care services.

Stubblefield serves on the Board of Directors of the National Investment Center for Seniors Housing and Care (NIC) as a member of the executive committee and inaugural vice chair of strategy. He served as the chair of the Oregon Health Care Association (OHCA) and has served as the chair of the Providence Milwaukie Hospital Foundation.

Inspired by a promise to his grandmother, Stubblefield founded The Springs Living in 1996 to deliver quality experiences and services to older adults to support them in living life to its fullest.

About Forbes Books

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