

# Business Of The Day



Submitted photos

The new Mountain Memories Assisted Living & Retirement Center sign sits at the entrance to the facility formerly known as Colonial Place. Elkins Rehabilitation & Care Center purchased the facility in March.

## Colonial Place transitions to Mountain Memories

On March 1, Colonial Place was purchased by Elkins Rehabilitation & Care Center and officially became Mountain Memories Assisted Living & Retirement Center, LLC.

“We are very excited to be a part of the Elkins Rehabilitation & Care Center family,” said Christina “Chrissy” Kittle, executive director at Mountain Memories. “Our missions are aligned and that is to provide the best possible care to those that make this facility their home.”

Tara Shaver, administrator at ERCC agreed with Kittle, saying that the two facilities will complement each other in many ways. For example, the two operations can expand services to an even larger number of people who require specialized care, specifically those with memory care needs, she said.

“When ERCC and our Board learned that Colonial Place was for sale, it really just made sense for us to purchase it,” Shaver said. “The team there strives to deliver complete compassionate care and they treat their residents as family, just as we do.”

ERCC has rebranded the facility to reflect its new ownership. But the new name and logo aren't the only changes that have been made. Mountain Memories is now a non-profit facility, as opposed to the for-profit organization that was Colonial Place. Perhaps even more impressive, Mountain Memories is now the only locally owned assisted living and retirement location in Elkins.

“We established a wonderful history in Elkins as Colonial Place,” said Kittle. “And now, under the auspices of Elkins Rehabilitation & Care Center, as Mountain Memories, we will be able to build on those services and become the premier assisted living facility in the region.”

Those that choose to stay at Mountain Memories will have access to a number of amenities, including but not limited to:

- Private & Companion Studios
- Assistance with Daily Care
- Medication Management
- Restaurant-Style Dining
- Courtyards & Private Patios
- On-Site Beauty Salon
- Housekeeping & Laundry Services

Like ERCC, the retirement center also offers specialized services for those who have additional needs for specialized memory care treatment.

“There are big plans coming



Pictured here is some of the interior artwork at Mountain Memories Assisted Living & Retirement Center.

for Mountain Memories,” teased Shaver. “We have identified renovations and improvements that will start this year and go well into 2022 and beyond.”

“The biggest thing to highlight in all of this is the care for the people we have seen from ERCC during this transition,” shared Kittle. “All of the former Colonial Place staff has been kept at Mountain Memories. They are not only taking care of our current and future residents, but they are also taking care of us, the employees.”

Elkins Rehabilitation & Care Center Board members were instrumental in the purchasing of Colonial Place. Those members include: Chairperson Robert Wilmoth; Mark Tomblyn, vice chairperson; Sandra Elza, chairperson of the Planning Committee; Dottie Wamsley, former chairperson of the Planning Committee; Raymond Goodwin,

treasurer; William Riffe, secretary; and Gary Schoonover, board member emeritus. Board members Dena Collett, Matt Davis, Kurt Gainer, Heather Hall, Herk Kessler, Robbie Morris, Robert Phillips, Terri Phipps, Chad Shoemaker, and former board member Don Megert also worked diligently throughout the process.

Additional thanks is extended to the many different individuals and other parties outside of ERCC that made this happen. Attorneys from Steptoe & Johnson guided the process through finalization, especially Charles “Chark” Sinsel, from the Bridgeport office. Project financing was made possible by Citizens Bank of West Virginia, and accounting services were provided by Dixon Hughes Goodman.

For more information about Mountain Memories Assisted Living & Retirement Center, visit [www.mountain-memories.biz](http://www.mountain-memories.biz).

**Mountain Memories**  
Assisted Living & Retirement Center  
A Subsidiary of ERCC  
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