

Knute Nelson Selected as New Management Company for Pelican Valley Senior Living

May 25, 2018

A change is on the horizon at Pelican Valley Senior Living. After 20 years with Ecumen, a new management company will be taking over on October 1st. Alexandria based Knute Nelson was selected by the Hospital District Board of Directors at their May 21st meeting. One of the large draws the board had to partnering with Knute Nelson was its commitment to long term care, knowledge of serving rural communities, and dedication to its employees. “From a strategic outlook perspective, they have a lot of the same priorities we do. They understand how life is a little different in a small town and how important the work we do is to the people who live and work here,” said Board Chairman Rich Bratlien. “We are really looking forward to this new partnership and welcoming them in to the Pelican Rapids community.”

While the discussion at the meeting took less than five minutes to agree to accept the new contract, the process itself wasn't so quick. The first discussions of a change in management contracts came last fall and a special committee was appointed in the winter. The Request for Proposal (RFP) Committee, chaired by Scambler Township rep Les Rotz, met several times over the past six months, including every Monday between April's board meeting and the May 21st meeting. The group researched the finalists and made a trip to Alexandria to visit Knute Nelson's leadership team and board members to ensure this was the right fit for Pelican Valley. “On our trip, we made sure to talk to employees and residents and hear from them what they like about being part of Knute Nelson,” said committee member John Waller. “Every person we spoke to had such positive things to say and so genuinely loved their jobs and the company they worked for, that helped us know this was the right decision.” Committee members also included John Waller (Pelican Township), Mary Williams (City of Pelican Rapids), David Slotten (Dunn Township), and Rich Bratlien (Erhard/Board Chairman).

“We are honored to have been selected to assist Pelican Valley Senior Living in providing quality care for those served in the Pelican Rapids community,” says Mark Anderson, President/CEO of Knute Nelson. “We are intentional about caring for older adults and responding to the needs of the local community with sought-out programs and services that reflect their desires. We do this as a locally governed and led, nonprofit organization whose motivation is to intentionally live out our mission and values as the community expects us to. Developing strong partnerships is an integral part of our work, and our work with Pelican Valley will reflect their priority for quality care and support for staff to strengthen and enhance the strong reputation Pelican Valley Senior Living is known for today.”

While a smaller company than Ecumen, Knute Nelson is well-positioned to provide quality management consulting services that will help enhance Pelican Valley's position in the community today and well in to the future. Founded in 1948, Knute Nelson is focused on developing innovative programs and services that enhance the quality of life for adults. Knute Nelson serves the West Central Region of Minnesota in 21 counties. Knute Nelson's continuum of care, includes: skilled nursing home, short-term rehab center, skilled memory care, assisted living, enhanced assisted living, memory care assisted living, independent living, outpatient

therapy, wellness, home care, hospice. Partnerships extend the breadth and depth of services such as Ethos Home Care and Hospice in Fargo-Moorhead; Alexandria Area YMCA in Alexandria; Franciscan Sisters of Little Falls; Crystal Brook Senior Living in Park Rapids; and Centrex Rehab in Bloomington. In 2017, Knute Nelson served over 6,300 individuals.

There won't be many visible changes to Pelican Valley Senior Living's operations. The name and logo will not change. Employees will remain employed by Pelican Valley. Knute Nelson, Pelican Valley, and Ecumen will work together through the summer to ensure a smooth transition happens come October 1st.



Knute Nelson President/CEO Mark Anderson



**Pelican Valley
Senior Living**