



The film crew from Marlo Marketing & Communications records for a promotional video. Below, Chef Chris Howsen of All-American Assisted Living, talks about the entrees he prepared for a luncheon Nov. 7 with future residents of the facility.

Photos by Tracy Seelye

All-American nears completion

Hanson facility eyes a Dec. 1 occupancy date

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HANSON — All-American Assisted Living's new Hanson location at 1074 West Washington St., hosted a group of its Pioneer Club — the first 26 residents — for a preview of the facility and sampling of the menu to be offered at its restaurant Thursday, Nov. 7. A tour of finished apartments and community rooms was planned for after the lunch.

Chef Chris Howsen is experienced in preparing cuisine for assisted living facilities, having worked previously in Jamaica Plain.

A film crew from Marlo Marketing & Communications in Boston, the facility's public relations firm, recorded the luncheon for promotional materials.

The group of about a half-



dozen future residents and their family members chatted over a lunch of salad or soup, balsamic chicken and side dishes of roasted potatoes and vegetables.

The facility underwent a day of alarm testing earlier in the week, according to Vice President of Sales and Marketing Seth Dudley, who said after an elevator inspection and a couple of rental inspections, the facility should receive its certificate of occupancy from the town.

“We’re gearing up for a Dec. 1 move-in date,” said Dudley. “During the first three days we’re going to be doing black-tie move-in service — tuxedos, black tie, white gloves, the whole thing — to move the folks in.”

A cocktail reception for Pioneer Club residents and their families will also be held during the first week. A grand

opening celebration is also planned for mid-January.

Dudley estimated the facility will have more than 50 percent of the building leased by the opening.

“We have 12 couples moving in which is not the norm,” Dudley said. “We usually have one or two couples. Part of this is there are not a lot of two-bedroom apartments in assisted living.”

A greater number of two-bedroom apartments at the Hanson facility as helped it

pull residents from the greater South Shore area. The Rose Lane memory care wing is 75-percent leased, with some renters coming from other assisted living facilities.

The facility will offer a full-service hair salon three days a week at market prices that will also be open to residents’ family members. A local movie critic will also moderate a film discussion group in the facility’s theater room.