



The New “S” Word

By Christi Diggs

I learned the weight of my words from my parents at an early age.

Here’s what happened: My father was driving, and I was leaning between the two front seats (no seatbelt laws in the 70s, remember?). And I asked, “So Mommy when is your divorce?” Needless to say, my parents quickly clarified the difference between “divorce” and “anniversary”! Thankfully, no other cars were hit when those words tumbled out!

As a 6-year-old, mistaking the word “divorce” for the word “anniversary” was an honest mistake.

Today, apparently some have decreed that “senior” is a bad word.

Is it really? The definition of senior is an adjective for someone advanced in years; older; higher in rank; longer in length of tenure or service. As a noun, a senior is someone who is older than you are.

When I see those words, I don’t think sinister thoughts.

In fact, as an employee of SeniorVu, I guess I’m sort of partial. ([SeniorVu](#) is a Senior Housing Forum partner.)

After all, our entire business model is focused on treating seniors with respect — responding to their inquiries in 5 minutes or less; reaching 100% of a senior-living community’s leads, and focusing on the future residents' needs, so we can send them as well-qualified tours to your community.

So “senior” is a good word and will continue to be so. I am much further from the confused 6-year-old — heading into my 50th birthday this summer — so I’m closer to enjoying “senior” myself! I contend that age and one’s approach to it can define its worth.

After all, one synonym for senior is mature. And I wouldn’t mind being finally considered mature by my mom!



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