

# Awards & Recognition



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## Our Mission

To enrich people's lives.

## Our Vision

We aspire to be the premier provider of fulfilling lifestyle options for adults over 55 while supporting employees' personal and professional growth, offering investors a solid return, and enhancing the communities in which we live.

## Touchmark's vision and work are regularly recognized by others in several areas:

- Buildings/Communities
- Life Enrichment/Wellness
- Business
- Other

## Our Values

- Excellence
  - Teamwork
  - Hospitality
  - Integrity
  - Compassion
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# Buildings/Communities

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Touchmark at Mount Bachelor Village · Bend, OR



**National Firewise USA® Program**  
**2020-2021 Certificate of Recognition**  
**National Fire Protection Association**

Touchmark at Mount Bachelor Village has been awarded recognition as a designated Firewise USA® site. This acknowledges the action plan we developed that contains a prioritized list of wildfire risk reduction projects/investments on campus, including donating at least one hour of volunteer time per home within our community annually.





# Buildings/Communities

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Touchmark in the West Hills · Portland, OR



**Top Projects - Multifamily**  
**2019 Second Place**  
**Daily Journal of Commerce**

**DJC**Oregon  
Oregon's Building Connections

Touchmark in the West Hills was awarded Second Place in the Multifamily category for the DJC's 2019 top projects in the Northwest. The crowded field of 13 category finalists included innovative multifamily projects ranging from eastside trendy infills to high-rise towers in the Pearl District. Touchmark was the only senior-living finalist, and the fact that it placed second is a testament to this project's innovation.

# Buildings/Communities

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## Touchmark in the West Hills · Portland, OR



### **Excellence in Concrete – Residential Retirement 2019 Oregon Chapter American Concrete Institute Oregon Concrete & Aggregate Producers Association**

The Touchmark in the West Hills project was judged against numerous other projects in 18 different categories. Out of 49 recently completed projects in Oregon and Southwest Washington, this award represents the best work being done in the area today.





# Buildings/Communities

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## Touchmark in the West Hills · Portland, OR



### Award of Merit

#### 2019 Environments for Aging Design Showcase

#### Emerald Expositions, LLC

Touchmark in the West Hills received the top honor—the Award of Merit—in the 2019 Environments for Aging annual Design Showcase. The 18 judges deemed Touchmark's project rose above the other 43 evaluated, exceeding all criteria and truly raising the bar on retirement living.



# Buildings/Communities

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## Touchmark at Mount Bachelor Village · Bend, OR



**Best Independent Living Community**  
**2009 Gold Award – Best of 50+ Housing**  
**National Association of Home Builders**

Touchmark at Mount Bachelor Village's Cliff Lodge and Terrace Lodge received the highest award given at the Best of 50+ Housing Award. Jurors stated, "This is not only a beautiful example of regional architecture but a great community ... All aspects of the project are of high quality and finish with units maximizing views and common areas maximizing function."





# Buildings/Communities

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## Touchmark at Meadow Lake Village · Meridian, ID



### Best Seniors Housing

### 2008 Gold Nugget Award

### Pacific Coast Builders Conference

The Gold Nugget Awards program is the oldest and largest program of its kind, honoring creative achievements in architectural design and land-use planning. Touchmark at Meadow Lake Village is the only development in the Treasure Valley to receive this award. The award was given for Touchmark's excellence and value.



# Buildings/Communities

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## Touchmark at Meadow Lake Village · Meridian, ID



### **Active Adult Clubhouses – Large 2008 Gold Achievement Award National Association of Home Builders**

Touchmark at Meadow Lake Village is the only development in the Treasure Valley to receive this award, which recognized the Grand Lodge. This building features rich wood beams, natural colors reflecting the outdoors, expansive windows, and a wide array of amenities, such as restaurant-style dining, a fitness center, ballroom, and computer lab. Jurors described the clubhouse as “comprehensive” and “integrating.”





# Buildings/Communities

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## Touchmark at All Saints · Sioux Falls, SD



**Senior Housing Council – Renovation  
2002 Gold Achievement Award  
National Association of Home Builders**

In 2002, Touchmark at All Saints received a Gold Achievement Award for renovation from the National Association of Home Builders Seniors Housing Council.



# Life Enrichment/Wellness

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Touchmark on West Prospect · Appleton, WI



## **2021 ICAA NuStep Beacon Award “Best in Wellness”**

The Beacon Award recognizes senior living communities that embrace wellness as a way of life for all who live and work there. Programs like the Rock Steady Boxing program for Parkinson’s, our partnerships with the Alzheimer’s Association and other nonprofits, and our continuous community improvements, including the Health & Fitness Studio remodel, were among the many attributes that qualified for receiving this award.



# Life Enrichment/Wellness

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Touchmark at Wedgewood · Edmonton, AB



## **2021 ICAA NuStep Beacon Award “Best in Wellness”**

The Beacon Award recognizes senior living communities that embrace wellness as a way of life for all who live and work there. Our innovative programming, including the S3 Balance Program (believed to be the first one implemented in Canada), our community outreach and engagement, and continuous on-campus improvements were deciding factors for this recognition, acknowledging how special Touchmark is in which to live and work.

# Life Enrichment/Wellness

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Touchmark on South Hill · Spokane, WA



## **2019 ICAA NuStep Beacon Award “Best in Wellness”**

The Beacon Award recognizes senior living communities that embrace wellness as a way of life for all who live and work there. Community attributes that contributed to qualifying and receiving this award included our partnerships with the Alzheimer’s Association, Northwest Parkinson’s Foundation, and other nonprofits, resident-driven programming, an event calendar that boasts at least six activities per day, and collaboration between team members and residents.



# Life Enrichment/Wellness

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Touchmark at The Ranch · Prescott, AZ



## **2019 ICAA NuStep Beacon Award “Best in Wellness”**

The Beacon Award recognizes senior living communities that embrace wellness as a way of life for all who live and work there. From prioritizing days filled with creative events and activities that reflect resident and team member input to adding comment card stations to all dining rooms, the community is a reflection of all those who live in it.

# Life Enrichment/Wellness

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Touchmark at Harwood Groves · Fargo, ND



## **2019 ICAA NuStep Beacon Award “Best in Wellness”**

The Beacon Award recognizes senior living communities that embrace wellness as a way of life for all who live and work there. Intergenerational activities such as our ongoing relationship with Eagles Elementary help forge strong community connections. We also partner with nonprofits to benefit the organizations and residents, staff, and broader communities. Additionally, the active Resident Council informs many of the decision-making processes at Touchmark by providing feedback on new programming and offering suggestions about everything from Dining to Building Services and more.



# Life Enrichment/Wellness

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## Touchmark at Fairway Village · Vancouver, WA



### **2019 ICAA NuStep Beacon Award “Best in Wellness”**

The Beacon Award recognizes senior living communities that embrace wellness as a way of life for all who live and work there. With the continued development of programs that address the physical aspect of wellness and improve mindfulness to increase quality of life, the experience of working and living at Touchmark is enhanced. Events regularly surprise and delight and highlight our culture of wellness and hospitality. The annual car show engages the Touchmark community and attracts thousands from the surrounding areas, and The Touchmark Trekkers step out to walk the community on a daily basis and frequently welcome new members through regularly held pole-walking excursions.

# Life Enrichment/Wellness

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Touchmark in the West Hills · Portland, OR



## **2019 ICAA NuStep Beacon Award “Best in Wellness”**

The Beacon Award recognizes senior living communities that embrace wellness as a way of life for all who live and work there. Touchmark sets the bar for enriched retirement living. We use excellence as our standard approach with residents, staff, and guests for everything we do. Residents and staff actively take advantage of the natural setting, pickleball and bocce ball courts, greenhouse, pub, and cafe. The Health & Fitness Club, with its indoor pool, certified fitness professionals, and specialized programming, attracts people of all fitness levels and creates yet another way to focus on comprehensive wellness.



# Life Enrichment/Wellness

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Touchmark · Beaverton, OR



## **Fragrance in Frames 2017 Industry Innovators Award International Council on Active Aging**

Touchmark received this prestigious award for its Fragrance in Frames program, which mixes essential oils into paints to help support residents living with dementia, reducing the need for psychotropic medications. Results have included decreased agitation and behaviors, increased attention spans, improved handwriting, and expanded social engagement. Completed pictures are framed and hung throughout the memory care neighborhoods, and as new pictures are created, they replace the earlier paintings, which are placed in binders and used to reminisce with residents.



# Life Enrichment/Wellness

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Touchmark on South Hill · Spokane, WA



**2017 NuStep Pinnacle Award®**  
**Bronze Award for Senior Living**  
**NuStep, Inc.**

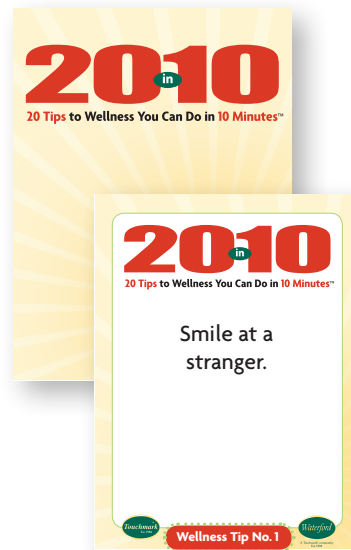
The NuStep Pinnacle Award, is awarded to senior living communities and senior centers that have successfully integrated whole-person wellness into their settings and created a culture of wellness. Touchmark on South Hill was selected from more than 30 applicants.



While only individual communities can apply, the award recognizes Touchmark's Full Life Wellness & Life Enrichment Program™ and the commitment to the seven dimensions of wellness that is present at every Touchmark community.

# Life Enrichment/Wellness

Touchmark · Beaverton, OR



## 20in10

### 2010 Industry Innovators Achievement Award International Council on Active Aging

Touchmark was one of five companies selected in 2010 to receive this prestigious award. Touchmark received the distinction for its 20in10 ... 20 Tips to Wellness You Can Do in 10 Minutes™ program, which promoted simple things that people can do in 10 minutes to improve their health.

The tips covered all seven dimensions of wellness, which are incorporated into Touchmark's Full Life Wellness & Life Enrichment Program™. They include emotional, environmental, intellectual, occupational, physical, social, and spiritual.





# Life Enrichment/Wellness

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Touchmark · Beaverton, OR



## **Let Your Spirit Soar**

### **2008 Best Practices in Health Promotion and Wellness Award**

#### **Health Promotion Institute**

The Health Promotion Institute—part of the National Council on Aging—presented Touchmark with a Best Practice Award for Let Your Spirit Soar, a component of Touchmark’s Full Life Wellness & Life Enrichment Program™. Touchmark was one of three organizations selected from more than 100 nominations throughout the United States.

Let Your Spirit Soar was designed to showcase the strengths, talents, and skills of Touchmark residents and staff in the area of lifelong learning and creativity. In addition to offering resident and staff recognition, the program supported the Touchmark Foundation, builds relationships with individuals and institutions from the broader community, and communicates the vibrancy of today’s older adults.

# Life Enrichment/Wellness

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Touchmark · Beaverton, OR



## **Creative Fall Reduction Programming**

**2007 Falls-Free™ Coalition**

**National Council on Aging**

The Falls-Free Coalition is part of the National Council on Aging. Touchmark's Fall Reduction and Awareness Program was one of 10 national programs the Coalition identified for creative programs and practices in home assessment and modification that can reduce home hazards.

Touchmark's program was the only one selected in any state where Touchmark is located. The essence of the program is the partnership created with residents to enhance balance and mobility, support independence, and thus reduce the risk of falls.

# Business

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## Touchmark on West Century • Bismarck, ND



### **Touchmark on West Century • Bismarck, ND**

**Destiny Sisk, Executive Director, Touchmark on West Century**

**Women of Distinction – Rising Stars Class of 2023**

**McKnight's Senior Living and McKnight's Long-Term Care News**

The Rising Stars awards category celebrates women who are 40 or younger or have fewer than 15 years of experience in the senior living, skilled nursing, or home care fields. Only 28 years old when she won this award, Destiny's career has advanced at the speed of a shooting star. Hired in 2018, as Life Enrichment/Wellness Director, she was promoted two years later to Resident Services Director, also overseeing Dining Services. In 2021, she was named Assistant Executive Director, adding more responsibilities, and then Interim Executive Director. In 2022, she became the youngest Executive Director in Touchmark's history.



# Business

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## Touchmark Central Office · Beaverton, OR



**Michelle Platter, Development Manager, Touchmark Development & Construction**  
**DJC Women of Vision**

Throughout her more than 40-year career, Michelle has overseen all aspects of the design/build process, from custom and multifamily residential homes to complex educational and hospitality projects. Her wealth of experience in architecture, construction, and development is a unique skill set, which is why Touchmark hired her to manage the design and building of Touchmark in the West Hills. This project received the top design award for 2019's Environments for Aging Showcase—the industry's highest honor.

Michelle selflessly gives her time to motivate others. She plants STEAM seeds with grade schoolers, offers class suggestions for high school students, trains young project managers and interns, and judges college student projects. Michelle is also a past board member of the YWCA in Vancouver, Washington, working with the YW Housing group.

# Business

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## Touchmark Central Office • Beaverton, OR



**Wendy Schrag, RN-BC, Vice President of Clinical Services**

**Women of Distinction – Hall of Honor Class of 2022**

**McKnight's Senior Living and McKnight's Long-Term Care News**

The Hall of Honor category honors women who are at a level equivalent to vice president or higher and who have had a significant effect on their organization or industry. Beginning at age 14, when she started as a CNA in a nursing home, Wendy has devoted her life to improving people's health, wellness, and quality of life. In 2002, Touchmark at All Saints hired her to work one day a week as the wellness nurse for independent living. In 2004, she was promoted to Memory Care Manager, a position she held for eight years. Today, she is responsible for supporting and directing all clinical services for Touchmark's 13 communities in the U.S. and Canada, ensuring they comply with local and national guidelines and the Touchmark Gold Standard.



# Business

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## Touchmark at Harwood Groves · Fargo, ND



**Anne-Marie Fitz, Executive Director, Touchmark at Harwood Groves**

**Women of Distinction – Rising Stars Class of 2022**

**McKnight's Senior Living and McKnight's Long-Term Care News**

The Rising Stars awards category celebrates women who are 40 or younger or have fewer than 15 years of experience in the senior living, skilled nursing, or home care fields. Anne-Marie had a meteoric rise to leadership since beginning at Touchmark in 2007 as an intern and advancing through a variety of jobs with increasing responsibility. She was appointed to the Life Enrichment/Wellness team before assuming the role of Director and leading the department for six years. Additionally, in 2018, she was given full responsibility for Dining Services. A brief stint as Interim Executive Director preceded her promotion to Executive Director in 2020.

# Business

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## Touchmark at Harwood Groves · Fargo, ND



**Kari Dick, Executive Director, Touchmark at Harwood Groves**

**Women of Distinction – Rising Stars Class of 2019**

**McKnight's Senior Living and McKnight's Long-Term Care News**

The Rising Stars awards category celebrates women who are 40 or younger or have fewer than 15 years of experience in the senior living, skilled nursing, or home care fields. When Kari was Executive Director at Touchmark at Harwood Groves, she was one of 21 women named to the first Rising Stars Class in 2019. Before being hired as Executive Director in 2009, Kari held several executive and administrative positions with the Evangelical Lutheran Good Samaritan Society in Washington and North Dakota. She now serves as a Touchmark Regional Vice President and oversees several communities across the United States.

# Business

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## Touchmark · Beaverton, OR



**Werner G. Nistler, Jr., Touchmark Founder and Chairman**

**University of North Dakota 2021 Sioux Award**

**Entrepreneur Of The Year® 2018 Award**

**Lifetime Entrepreneur category, Pacific Northwest**

**Entrepreneur Of The Year® 2018 Award, national finalist, Real Estate, Hospitality, and Construction category, EY**

Werner Nistler received the University of North Dakota's (UND) 2021 Sioux Award, which is presented to high achievers, leaders in government and business, and UND alumni who have dedicated their lives to serving others. In 2018, he received the Entrepreneur Of The Year® Award in the Lifetime Entrepreneur category in the Pacific Northwest. The award recognizes entrepreneurs who are excelling in areas such as innovation, financial performance, and personal commitment to their businesses and communities. He also was named a national finalist in the Entrepreneur Of The Year® 2018 Award in the Real Estate, Hospitality, and Construction category.

# Business

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## Touchmark at Meadow Lake Village · Meridian, ID



### **Small Business of the Year for 51+ employees 2018 Meridian Chamber of Commerce**

In 2018, the Meridian Chamber named Touchmark a Small Business of the Year for 51+ employees. Honorees were selected by email ballot from a committee of previous Small Business Award recipients. Criteria for nomination included being a person or business that contributes to the economic health of the community through exceptional business practices and customer service; demonstrates a high level of community involvement through participation in civic, community, and Chamber projects and activities; and provides positive encouragement for employees to participate in community activities through company policy and process.



# Business

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## Touchmark on South Hill · Spokane, WA



### **Best Nursing Homes**

#### **2017 - 2018 U.S. News & World Report**

Touchmark on South Hill received another five-star rating and ranks again among the best nursing homes. The ranking is based on ratings by the Centers for Medicare & Medicaid Services for overall performance in health inspections, nursing staffing, quality of care, and more.

# Business

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## Touchmark at Harwood Groves · Fargo, ND



### **Employer of the Year Award**

**2017 North Dakota State Division of Vocational Rehabilitation**

**North Dakota Department of Human Services' Division of Vocational Rehabilitation (DVR)**

Touchmark at Harwood Groves was selected from eight regional award recipients to be honored for its efforts to support, develop, and inspire individuals with disabilities to achieve their employment goals and to reach their full potential within their community. Touchmark was selected for its welcoming work environment for people with disabilities.

All Touchmark staff are required to complete annual training on disabilities and workplace diversity, and team members in its vocational rehabilitation program receive the same compensation and benefits as other team members, along with any necessary accommodations.



# Business

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## Touchmark · Beaverton, OR



### **2015 Oregon Ethics in Business Award Rotary Club of Portland**

Touchmark was a finalist for the 2015 Oregon Ethics in Business Award in the large business category. Sponsored by the Rotary Club of Portland, the awards showcase examples of high ethical standards for companies based in Oregon.

# Business

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## Touchmark on West Prospect · Appleton, WI



### **2014 Business of the Year**

#### **Town of Menasha**

The Town Board selected Touchmark on West Prospect for this honor based on Supervisor Greg Ziegler's recommendation. He said the group considered four other businesses before deciding on Touchmark.

"Touchmark has had a lot of expansion and growth and is a real asset to the town," Ziegler said, citing reasons the retirement community was recognized.



# Business

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## Touchmark on West Prospect · Appleton, WI



### **2014 Exemplary Employer Award**

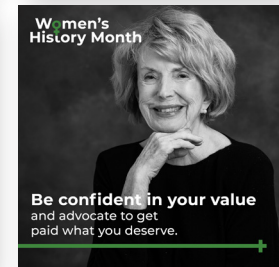
#### **Wisconsin Department of Workforce Development**

The Wisconsin Department of Workforce Development Division of Vocational Rehabilitation (DVR) recognized Touchmark on West Prospect in Appleton as a winner of the Governor's Exemplary Employer Award. Touchmark was among six companies receiving the first-time award in appreciation of their commitment to progressive employment practices for people living with disabilities.

Touchmark was honored for a variety of efforts over several years. The retirement community has worked with Valley Packaging Industries and Clarity Care to provide on-site experience and has hired a number of individuals. Many have worked in Dining Services; others have gained knowledge in Touchmark's Housekeeping and Building Services departments.

# Other

## Touchmark · Beaverton, OR



### 26th Annual Communicator Awards of Distinction 2020

#### Academy of Interactive and Visual Arts

- Marketing/Promotion
- Cause Marketing for Integrated Campaign
- Promotional for Integrated Campaign

The Communicator Awards honors work that transcends craft—work that makes a lasting impact. The Touchmark Marketing team launched a three-year campaign featuring the inspiring stories of four female residents each year in honor of Women's History Month. With over 6,000 entries received from across the U.S. and around the world, the Communicator Awards is the largest and most competitive awards program honoring creative excellence for communications professionals.





# Other

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## Touchmark at Mount Bachelor Village · Bend, OR



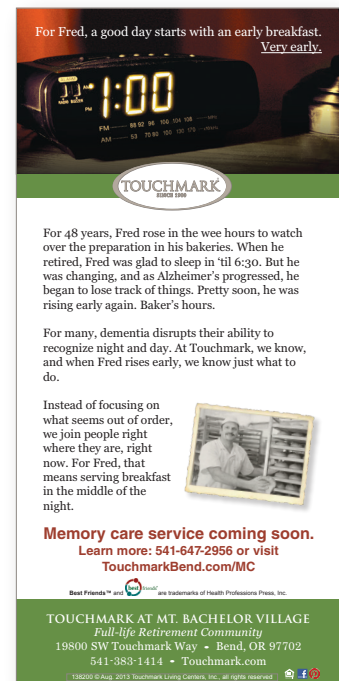
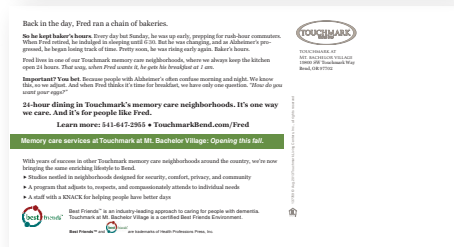
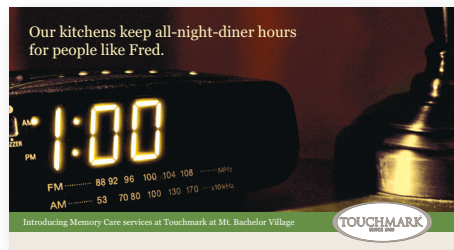
### **2014 Safe Sidewalks Award**

#### **Deschutes County Bicycle and Pedestrian Advisory Committee**

This award, presented to Touchmark at Mount Bachelor Village, recognized property owners and businesses that not only follow but also exceed the legal requirements of keeping their sidewalks safe and clear of debris and hazards.

# Other

## Touchmark · Beaverton, OR



## Best Integrated Marketing Strategy or Campaign

### 2014 Gold Award

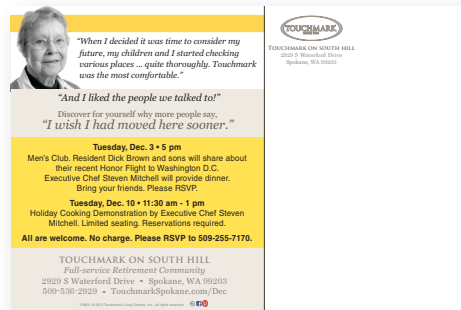
### National Association of Home Builders

This award from the NAHB's 50+ Awards—considered the premier design and marketing competition for the 50+ housing industry—recognized Touchmark's campaign to promote the new memory care service at Touchmark at Mount Bachelor Village. The campaign included radio, web, eBulletins, direct mail, advertisements, and social media.



# Other

## Touchmark · Beaverton, OR



### Best 50+ Direct Mail Piece or Campaign

### 2014 Gold Award

### National Association of Home Builders

Touchmark's 2013 direct-mail testimonial campaign (*I wish I had moved here sooner!*) was recognized by the NAHB's 50+ Awards—considered the premier design and marketing competition for the 50+ housing industry.





# Other

## Touchmark · Beaverton, OR



### Best 50+ Brochure 2014 Gold Award National Association of Home Builders

Considered the premier design and marketing competition for the 50+ housing industry, the NAHB's 50+ Awards recognized Touchmark's {FULL} Life brochure. The brochure highlights seven individuals' stories that convey sentiments such as joyful, flavorful, mindful, and thankful.



# Other

## Touchmark · Beaverton, OR



### Postcard Campaign

#### 2013 Platinum Award – Generations

#### International Competition for Excellence in Senior Marketing

This award was given to Touchmark for its *I wish I had moved here sooner!* campaign. The Generations Award is an annual international competition that recognizes work created specifically for the 50+ mature market. Each entry is evaluated by a panel of communication professionals and judged on content, design, effectiveness, and overall excellence.



# Touchmark · Beaverton, OR

**Back in the day, Fred ran a chain of hairbrins.**

**But he had a bad hair day. Every day he had a bad hair day, starting for run-a-hairbrins customers.**

**When Fred went, he had to be in charge of it. But he was changing, and an Aladdin's prop.**

**He began looking for a way to turn his hairbrins into a chain of hairbrins. But he was not.**

**Fred lives in one of our Touchmark memory care neighborhoods, where we always keep his hairbrins open to a good hair day, when Fred runs in the hairbrins to get a good hair day.**

**And you know what? He knows people with Alzheimer's and dementia, and he knows people with Alzheimer's and dementia, and he knows people with Alzheimer's and dementia.**

**And you know what? He knows people with Alzheimer's and dementia, and he knows people with Alzheimer's and dementia.**

**24-hour living in Touchmark's memory care neighborhoods. It's one way we care. And it's for people like Fred.**



**Learn more: 514-477-2555 or [TouchmarkHeld.com/Fred](http://TouchmarkHeld.com/Fred)**

**Memory care services at Touchmark at St. Nicholas Village. Opening this fall.**

With years of success in other Touchmark memory care neighborhoods across the country, we're now bringing the same excellent hairbrins to here:

- **Stimulus oriented to neighborhoods designed for security, comfort, privacy, and consistency.**
- **A program that adjusts to, respects, and accommodates individual to individual needs.**
- **A staff with a passion for helping people live their best lives.**


**Best Friends® is an industry leading agency for caring for people with dementia. Touchmark is a certified Best Friends Association.**

**Best Friends®** **Touchmark**

© Touchmark of North Philadelphia, Inc. 2014

For Fred, a good day starts with an early breakfast.  
*Yum, early.*





For many, Fred rose at the bus hours to watch over the preparation in his kitchen. When he retired, Fred was glad to sleep in. But he was changing, and as Alzheimer's progressed, he began to lose track of things. Every song, every rising and setting, faded away.

For many, dementia thrives when ability to recognize sight and smell. At Touchmark, we know, and when Fred rose early, we know just what to do. We join people, night when the night comes. For Fred, that means serving breakfast in the middle of the night.


**Opening soon for people with Alzheimer's disease or other dementia illnesses: memory care centers at Touchmark.**

To reserve, call at 1-813-289-1114. Learn more at [TouchmarkHomes.com/MSR](http://TouchmarkHomes.com/MSR).



Best Friends® is an industry-leading organization working for people with dementia. Touchmark is MSR. Bachelor Village is a certified Best Friends Environment.





**TOUCHMARK AT MS. BACHELOR VILLAGE**  
600 West Assessment Center  
18000 W Touchmark Way • Mesa, AZ 85702  
505-282-1114 • [Touchmark.com](http://Touchmark.com)



**TOUCHMARK**  
The Premier Memory Care Community  
505-282-1114 • [Touchmark.com](http://Touchmark.com)

[illegible]


For Fred, a good day starts with an early breakfast.  
*Very early.*





For 48 years, Fred rose in the wee hours to watch over the preparation in his bakeries. When he retired, Fred was glad to sleep in till 6:30. But he was changing, and as Alzheimer's progressed, he began to lose track of things. Pretty soon, he was rising early again. Baker's hours.

For many, dementia disrupts their ability to recognize night and day. At Touchmark, we know, and when Fred rises early, we know just what to do.

Instead of focusing on what seems out of order, we join people right where they are, right now. For Fred, that means serving breakfast in the middle of the night.




**Memory care service coming soon.**  
Learn more: 541-647-2956 or visit  
[TouchmarkBend.com/MC](http://TouchmarkBend.com/MC)

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**TOUCHMARK AT MT. BACHELOR VILLAGE**  
*Full-life Retirement Community*  
19800 SW Touchmark Way • Bend, OR 97702  
541-383-1414 • [Touchmark.com](http://Touchmark.com)

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**Integrated Marketing Campaign**  
**2013 Gold Award - Generations**  
**International Competition for Excellence in Senior Marketing**

The Generations Award is an annual international competition that recognizes work created specifically for the 50+ mature market. A panel of communication professionals evaluates and judges each entry on content, design, effectiveness, and overall excellence. The panel selected Touchmark's *Fred* campaign, which promoted a new memory care service.





# Other

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## Touchmark at Wedgewood · Edmonton, AB



### **2013 Community Garden Award Sustainable Food Edmonton**

Touchmark at Wedgewood's Garden Club has been active for several years. Residents select and plant vegetables, herbs, and summer annuals, enjoying the blooms and fruits of their labors. The Club is part of Touchmark's Full Life Wellness & Life Enrichment Program™ and supports residents' gardening interests as well as encourages the sharing of the harvest with the rest of the community.

# Other

## Touchmark · Beaverton, OR



### Direct Mail Campaign

#### 2012 Gold Award

#### Association of Marketing and Communications Professionals

Touchmark's direct-mail campaign (*Experience the Full Life*) received the MarCom Award. This annual, international competition recognizes outstanding creative achievement in marketing and communication. In 2012 there were more than 6,000 entries from the U.S., Canada, and other countries.



# Other

## Touchmark · Beaverton, OR



### Advertising Campaign

#### 2012 Gold Award

#### Association of Marketing and Communications Professionals

Touchmark's *Experience the Full Life* advertising campaign was recognized. The MarCom awards are given annually to organizations throughout the U.S., Canada, and other countries; they recognize outstanding achievement in marketing and communication. More than 6,000 entries were submitted for consideration this year.





# Other

## Touchmark · Beaverton, OR



### The {FULL} Life Brochure 2011 Gold Award International Council on Active Aging

As part of its efforts to change perceptions of aging and overturn ageist stereotypes, ICAA launched a Changing the Way We Age® Campaign. This was the first year it presented Rebranding Aging awards to recognize a “positive, realistic view of aging.”

Touchmark’s brochure highlights seven individuals’ stories that convey a full life, such as joyful, flavorful, mindful, and thankful.



# Other

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## Touchmark at Mount Bachelor Village · Bend, OR



### **2009 Senior Leadership Award**

#### **Oregon Governor's Council on Physical Fitness and Sports**

Touchmark at Mount Bachelor Village received one of the first annual awards presented by this Governor's Council. The award is based on exemplary leadership and achievement in senior programming and enrichment.