

# FACTS

## Touchmark



**Touchmark has been serving the needs of adults 55-plus and their families for more than 25 years.** Established November 10, 1980, the privately held company was founded by Werner G. Nistler, Jr., who continues to serve as chief executive officer.

### **Touchmark's mission**

- To enrich people's lives.

### **Touchmark's 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 values**

- Teamwork
- Service
- Integrity
- Compassion
- Excellence

### **What's in a name?**

People often ask about the history of Touchmark's name. Steve Nistler, Werner's brother and vice president of Business Development for Touchmark, came up with the company name, which is derived from the practice of artisans putting their "mark" on work they created.

Several communities are known as "Waterford," a name conveying quality and tradition.

### **Business focus and locations**

Touchmark develops, owns, and operates retirement communities in eight states and one Canadian province.

### **Life Enrichment/Wellness program**

One of the ways in which Touchmark supports residents' enjoyment of life is the Touchmark Full Life Wellness & Life Enrichment Program, which focuses on the strengths, needs, and interests of each person. The program's premise holds that opportunities for enhanced wellness and new interests are not limited to the first 50 years of life but are a continuum of opportunity over one's life span.

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## **Locations**

### **Alberta**

- Edmonton

### **Idaho**

- Meridian (Boise suburb)

### **Montana**

- Helena

### **North Dakota**

- Bismarck
- Fargo

### **Oklahoma**

- Edmond

### **Oregon**

- Beaverton (Central Office)
- Bend
- Portland (in development)

### **South Dakota**

- Sioux Falls

### **Washington**

- Spokane
- Vancouver

### **Wisconsin**

- Appleton

## **Lifestyle options**

Services and lifestyle options include:

- Health & Fitness Clubs
- Single-Family Homes
- Apartment Homes
- Assisted Living
- Early Memory Care
- Memory Care
- Home Care
- Home Health
- Respite Services
- Nursing & Rehabilitation

## **Currently operating**

- Communities—11
- Health and Fitness clubs—3
- Home Care affiliates—4
- Home Health agencies—4

## **Residents/Members/Clients**

- More than 1,800 people live in Touchmark communities.
- Open to the public, Touchmark's health and fitness clubs serve more than 1,300 members.
- Touchmark home care and home health agencies care for approximately 1,200 people over the course of a year.

## **Personnel**

- More than 1,500 employees work throughout Touchmark.

## Touchmark Development & Construction Company

Future sites are built under the direction of this company, which is a Touchmark subsidiary.

## Touchmark Foundation

Launched in 2002, this not-for-profit public charity was formed to improve the lives of seniors. Currently, the foundation is focusing on two priorities:

- Increasing and retaining the number of nurses to care for the rapidly increasing senior population.
- Providing programs to improve the physical, social, spiritual, and intellectual lives of seniors.

The foundation's mission is "To enhance the well-being of seniors."

## CEO background

One of 10 children, Werner was raised on a farm near Beach, North Dakota. His career began with accounting degrees from the University of North Dakota and Arizona State University, followed by a two-year Army tour operating officers' clubs. After a few years as a certified public accountant with a Big 8 accounting firm, he gained industry experience as the treasurer of a retirement and nursing center company before forming Touchmark.

"Through Touchmark, I want to improve people's quality of life, offer an active living environment, and provide life enrichment opportunities that enable this period to be their happiest," says CEO Werner Nistler.

## Recognition

Touchmark's vision—and work—have been recognized by others.

- **Touchmark**—Two Touchmark programs have received national awards:
  - The Health Promotion Institute—a part of the National Council on Aging—in 2008 presented Touchmark with a **Best Practice award** for **Let Your Spirit Soar**, a component of Touchmark's Life Enrichment/Wellness program. Touchmark was one of three organizations selected from more than 100 nominations throughout the United States. Let Your Spirit Soar is designed to showcase the strengths, talents, and skills of Touchmark residents and staff in the area of lifelong learning and creativity. Several elements make it unique and innovative. In addition to the resident and staff recognition, the program supports the Touchmark Foundation, builds relationships with individuals and institutions from the broader community, and communicates the vibrancy of today's older adults.
  - Touchmark's **Fall Reduction and Awareness Program** was one of 10 national programs identified in 2007 by the Falls-Free Coalition 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 community residents to enhance balance and mobility, support independence, and thus reduce the risk of falls.

- **Touchmark at Meadow Lake Village** is the only development in the Treasure Valley to receive these awards:
  - The Gold Nugget Award for **Best Retirement Community**. The Gold Nuggets award program is the oldest and largest program of its kind, honoring creative achievements in architectural design and land-use planning.
  - Gold Achievement Award from the National Association of Home Builders for **Active Adult Clubhouses—Large**. This award recognized the Grand Lodge, which 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.
  
- **Touchmark at Mt. Bachelor Village** has received two National Association of Home Builders (NAHB) awards as well as one of the first Oregon Senior Leadership Awards and an Oregon Senior Leadership Award:
  - In 2009, Touchmark at Mt. Bachelor Village’s Cliff Lodge and Terrace Lodge were named **Best Independent Living Community** and received a gold award (the highest given) at the Best of 50+ Housing Awards. 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.”*
  - In 2005, the community received the **platinum award**—the highest recognition—in “for-sale condominiums.” Jurors’ comments were: *“The jury would like to live here! Fantastic contrast of heavy timber framing and extensive use of glass and metal. The use of stone and wood ties the building to its sloping site. The meandering stream further enhances the site. This project proves that high density development can be done with sensitivity and environmental compatibility.”*
  - In 2009, Touchmark at Mt. Bachelor Village received one of the first annual **Senior Leadership Awards** by the **Oregon Governor’s Council on Physical Fitness and Sports**. The award is based on exemplary leadership and achievement in senior programming and enrichment.
  
- **Waterford at All Saints** is a 2002 recipient of a **Gold Achievement Award** for renovation from the National Association of Home Builders Seniors Housing Council.

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