AWARDS & RECOGNITION

“It didn’t take long to make friends here.”
– Allison D.
Touchmark resident since 2011
A passion for family genealogy

“What are you waiting for? The sooner, the better!”
– Janet B.
Touchmark resident since 2009
WSU graduate; mother of three

“I have several friends I’m working on to move here. They’re all alone, rattling around in their big old houses. I say to them, ‘It’s time! What are you waiting for?’ They think they’re hanging onto their independence by staying put. But I didn’t know true freedom until I came here. No worries and nothing I have to do except figure out my next adventure. Then they say, ‘Oh, but it’s too expensive, Janet.’ I say, ‘Nonsense! If I can afford it, you can too!’”

Friends invite friends to Touchmark.

Touchmark.com
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
Other
## Award/Recognition

### Buildings

**Best Independent Living Community**  
2009 Gold Award  
National Association of Home Builders ................................................................. 1

**Best Seniors Housing**  
2008 Gold Nugget Award  
Pacific Coast Builders Conference ........................................................................ 2

**Active Adult Clubhouses—Large**  
2008 Gold Achievement Award  
National Association of Home Builders ................................................................. 3

**For-Sale Condominiums**  
2005 Platinum Award  
National Association of Home Builders ................................................................. 4

2002 Gold Achievement Award  
National Association of Home Builders ................................................................. 5

### Life Enrichment

**2010 Innovator Award**  
International Council on Active Aging ................................................................. 6

**Let Your Spirit Soar**  
2008 Best Practice Award  
Health Promotion Institute .................................................................................. 7

**2007 Creative Fall Reduction Programming**  
Falls-Free™ Coalition .......................................................................................... 8
Other

2014 Safe Sidewalks Award
Deschutes County Bicycle and Pedestrian Advisory Committee ............................. 9

Best Integrated Marketing Strategy or Campaign
2014 Gold Award
National Association of Home Builders ........................................................................ 10

Best 50+ Direct Mail Piece or Campaign
2014 Gold Award
National Association of Home Builders ........................................................................ 11

Best 50+ Brochure
2014 Gold Award
National Association of Home Builders ........................................................................ 12

2014 and 2012 Best Nursing Homes
U.S. News & World Report ............................................................................................. 13

Postcard Campaign
2013 Platinum Award
Generations Award
(International Competition for Excellence in Senior Marketing) ................................. 14

Integrated Marketing Campaign
2013 Gold Award
Generations Award
(International Competition for Excellence in Senior Marketing) ................................. 15

2013 Community Garden Award
Sustainable Food Edmonton ........................................................................................... 16
Other

Direct Mail Campaign
2012 Gold Award
Association of Marketing and Communications Professionals ......................... 17

Advertising Campaign
2012 Gold Award
Association of Marketing and Communications Professionals ......................... 18

The {FULL} Life Brochure
2011 Gold Award
International Council on Active Aging ................................................................. 19

2009 Senior Leadership Award
Oregon Governor’s Council on Physical Fitness and Sports ............................. 20
Touchmark at Mt. Bachelor Village’s Cliff Lodge and Terrace Lodge received the highest award 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.”
The Gold Nuggets award 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.
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.”
For-Sale Condominiums
2005 Platinum Award
National Association of Home Builders

This is the highest recognition given, and jurors’ comments lauded the design and construction of Touchmark at Mt. Bachelor Village. “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.”
2002 Gold Achievement Award
National Association of Home Builders

This award by NAHB’s Seniors Housing Council recognizes the renovation of Touchmark at All Saints, which is built on the site of the historic All Saints School for girls. The school was constructed in 1884, and Touchmark has incorporated the All Saints Chapelwood building, with its cupola, bell tower (and bell) as well as chapel with Tiffany stained-glass windows and original organ. The windows are documented to be the only Tiffany stained-glass windows in South Dakota.

The All Saints School is a central part of the All Saints National Register Historic District.
2010 Innovator 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, vocational, physical, spiritual, intellectual, and social.
Let Your Spirit Soar
2008 Best Practice 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 is 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 supports the Touchmark Foundation, builds relationships with individuals and institutions from the broader community, and communicates the vibrancy of today’s older adults.
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.
2014 Safe Sidewalks Award
Deschutes County Bicycle and Pedestrian Advisory Committee

This award, presented to Touchmark at Mt. Bachelor Village, recognizes 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.
Memory care services at Touchmark at Mt. Bachelor Village: Opening this fall.

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 ‘til 7 a.m. But he was changing, and so Alzheimer’s progressed, he began to lose track of time. 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.

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 Mt. Bachelor Village. The campaign included radio, Web, ebulletins, direct mail, advertisements, and social media.
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.
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.
2014 and 2012 Best Nursing Homes
_U.S. News & World Report_

Touchmark on South Hill received a five-star rating and was ranked 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, and quality of care.
Postcard Campaign
2013 Platinum Award
Generations Award (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.
Integrated Marketing Campaign
2013 Gold Award
Generations Award (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.
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.
"What are you waiting for? The sooner, the better!"

– Janet B., Touchmark resident since 2009
Raised 3 wonderful children

"I encourage people to come when they're younger …"

"I have several college friends I'm really working on to move in here. They're all alone, rattling around in their big old houses. I say to them, 'It's time!' … There's nothing I have to do except figure out how many adventures and activities I'm going to join today."

"I wish I had moved here sooner."

Discover why people move to Touchmark. Join Us!

The Not So Newlywed Game
Thursday, Feb. 14 at 1 pm in the Lobby

Cottage Dinner Party
Thursday, Feb. 28 at 4:30 pm in Hoyles Game Room
RSVP at 509-255-7170.

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. This year, there were more than 6,000 entries from the U.S., Canada, and other countries.
There’s always some great activity we dare not miss!”
– Bob & Nadine F.
Cottage residents since spring 2012
Met on the WSU “Yell” Team
Raised 3 children

“I just didn’t think we were ready for this, yet.”
– Bette & Tom G.
Cottage residents since summer 2011
Married in 1956; raised 1 daughter

ExPERIENCE THE {FULL} LIFE.
Discover for yourself why more and more friends are choosing Touchmark on South Hill.
Please call 509-536-2929 for a brochure or to schedule a visit.

EXPERIENCE THE {FULL} LIFE.
Discover for yourself why more and more friends are choosing Touchmark on South Hill.
Please call 509-536-2929 for a brochure or to schedule a visit.

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.
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 that 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.
2009 Senior Leadership Award
Oregon Governor’s Council on Physical Fitness and Sports

Touchmark at Mt. 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.