



Touchmark has been serving the needs of adults 55-plus and their families for more than 35 years. Established November 10, 1980, the privately held company was founded by Werner G. Nistler, Jr., who continues to serve as Chairman.

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

- Excellence
- Teamwork
- Hospitality
- Integrity
- Compassion

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.

Business focus and locations

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

Full Life program

One of the ways in which Touchmark supports residents' enjoyment of life is its international award-winning Full Life Wellness & Life Enrichment Program™, which focuses on the strengths, needs, and interests of each resident. 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.

Touchmark Development & Construction

This Touchmark subsidiary directs the development, design, and construction of Touchmark communities.

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Locations

Alberta

Edmonton

Arizona

Prescott

Idaho

Meridian (Boise suburb)

Montana

Helena

North Dakota

Bismarck

Fargo

Oklahoma

Edmond

(Oklahoma City suburb)

Oregon

Beaverton (company headquarters)

Bend

Portland

South Dakota

Sioux Falls

Washington

Spokane

Vancouver

Wisconsin

Appleton

Lifestyle options

Services and lifestyle options include:

- Health and fitness clubs
- Single-family homes
- Apartments
- Independent living
- Assisted living
- Early dementia support
- Memory care
- Home care
- Home health
- Skilled nursing & rehabilitation/long-term care

Currently operating

- Communities—13
- Health and Fitness clubs—6
- Home Care affiliates—4
- Home Health agencies—3

Residents/members/clients

- Nearly 3,000 people live in Touchmark communities.
- Open to the public, Touchmark's health and fitness clubs serve more than 2,700 members.
- Touchmark home care and home health services care for approximately 1,000 people over the course of a year.

Personnel

More than 2,450 team members work throughout Touchmark.

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 three primary charitable efforts:

- Awarding scholarships to students and teachers in the nursing field
- Providing food boxes during the holidays to help alleviate hunger among seniors and families in need
- Supporting seniors-focused university research

The Foundation is run entirely by volunteers, which means that after paying normal administrative expenses, nearly 90% of funds raised are available for charitable activities. The Foundation’s mission is “To enhance the well-being of seniors.”

Founder and Chairman 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 Secretary-Treasurer of a retirement and nursing center company before forming Touchmark.

Colleen Nistler is Werner’s wife, business partner, and Vice Chairperson of the Touchmark Board. Also from a large family (nine children), she earned a Bachelor of Arts in Economics from Willamette University. She then held a variety of positions with Black and Co., a regional stock brokerage firm in Portland, before joining Touchmark in 1987 as the company’s Controller. In 1992, she devoted her time to raising the couple’s six children, returning to Touchmark in 2012. Today, she leads/participates in various Touchmark projects.

“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.” – Werner G. Nistler, Jr., Touchmark Founder and Chairman

Awards and recognition

Touchmark’s vision and work have been recognized by many organizations, including:

- Association of Marketing and Communications Professionals
- Deschutes County Bicycle and Pedestrian Advisory Committee
- Falls-Free™ Coalition
- Generations Award (International Competition for Excellence in Senior Marketing)
- Health Promotion Institute (part of the National Council on Aging)
- International Council on Active Aging
- National Association of Home Builders (NAHB)
- Oregon Governor’s Council on Physical Fitness and Sports
- Pacific Coast Builders Conference
- Sustainable Food Edmonton
- U.S. News & World Report

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 showcased examples of high ethical standards for companies based in Oregon.

A full list of awards is available at [Touchmark.com](https://www.touchmark.com).

Each Touchmark community's memory care service is a Certified Best Friends Environment and a Music & Memory Certified Care Community. In addition, each community has team members who are certified TimeSlips facilitators.

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