

WhiteStone Blueprint – Road to 95

Roadmap

- What's our why?
- Trailhead
 - Where are we coming from (historical lookback)
- Destination
 - Healthy NOI margin, stable occupancy, cash growth
- Trail Map Development
 - Rank SWOT/business plan priorities to reach destination
- Establish plan for accountability and execution



Attendees

- Rick Berkimer, Plant Operations
- Archana Patel, Executive Assistant
- Marie Dunn, Sales and Marketing
- Gina Prevost, Community Life Services
- Jenna Grant, Outreach / Fund Development
- Tracy Armwood, Human Resources
- Robert Reese, Environmental Services
- Brittany Brown, Admissions
- Karla Stapleton, Health and Wellness Navigator
- Jonathan Szarke, Food and Beverage
- Nikki Stafford, Accounting
- Mark Lewis, Executive Director
- Josh Hillegass, Administrator
- Brett Logan, SVP/Managing Director of Life Plan Communities
- Dawn Ruppel, VP/Senior Director of Marketing & Sales
- Cindi Nelson, VP/Senior Director of Healthcare Marketing & Sales
- Chris DiAngelis, Regional Director of Healthcare Marketing & Sales
- Aaron Bradshaw, Senior Director of Financial Planning & Analysis
- Joseph Mooney, Finance Manager – Community Finance
- Susan Brewer, Regional Director of Marketing & Sales
- Jacob Elliott, Director of Operations Management