

?~People First? Not Just a Corporate Slogan at Aegis Living

*Annual meeting takes on 'Oprah-like' atmosphere*

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REDMOND, WASH.—Aegis Living, one of the largest players in the retirement, assisted living, and memory care field, demonstrates it values its employees through a variety of ways, least of which is the company's annual meeting.

Forget doom, gloom, and boredom. The Aegis Living annual meeting is anything but business as usual in corporate America. Employees anticipate the "Oprah-like event" every year.

The entire four-day occasion is all about enriching the lives of Aegis employees. Done through a creatively orchestrated presentation that more closely resembles an Oprah show than a business meeting, the event puts the focus on employee's personal lives first. Rejuvenating and bettering the human spirit is brought to light through a line-up of some of the nation's top speakers. Aegis says unlike many other companies, this meeting is not about revenues and the bottom line; instead it's about personally empowering those who work for the company, which is simply smart business.

"In this tough economy, I felt it was more important than ever to let our employees know how much they mean to us, and that we care about them," said Dwayne Clark, chairman and CEO of Aegis Living. "This annual meeting is just one way we can extend to them our belief in 'People First' and bring to them a few days where they get to focus on themselves and enrich their personal life."

At the meeting, employees are encouraged not only to reflect on what they have achieved in their lives but more importantly what they still dream of achieving. With the premise of the movie, "The Bucket List," as the theme, employees run through a series of exercises and talks by a bevy of renowned speakers that were specifically chosen to inspire and motivate.

This year, speakers included: Dr. John Gottman, Gary Zukav, Jeff Henderson, Naomi Judd, Tom Morris, Dr. Tom Medina, Dr. Laura Berman, and Dr. Daniel Church.

"I feel it is my job to give my employees the tools they need to make their life better and more enjoyable. One way I can achieve this is through our fantastic annual meeting. In turn we have a roster of employees that are second-to-none in the industry," adds Clark. "In the end, the real rewards of the employee's hard work are witnessed in the faces of our residents and family members every day. Those are the true accolades."

Aegis Living's growth and strong leadership can be credited to everyone who works for the company, Clark says. "People First" shapes the culture and exemplifies the brand that wholeheartedly embraces a Five Star Service philosophy. By successfully creating an

environment where employees know they are cared for, Aegis Living has earned the distinction of having the lowest staff turnover rate in the industry ranging from 23% to 45% compared to an industry average of 120%. This low rate translates into a better bottom line and care for residents, Clark says.