

# Aegis Living

We're the people who make life better.

## **AegisLiving Does More Than Talk About Enriching Employees' Lives --It Places them Face to Face with the Best in Personal Enrichment**

REDMOND, WA (January 17, 2008) Unlike many other companies, AegisLiving's Annual Meeting is not about revenues and the bottom line, instead it's about personally empowering those who work for the company. At the recent meeting, employees were encouraged to believe in a new way of thinking, changing their lives for the better through positive energy, attitude and outlook. In order to best achieve this, Aegis enlisted the wisdom of Dr. Deepak Chopra, Jack Canfield and Debra Norville to speak on "Attracting Life's Positives."

From part timers to senior management, the culture at AegisLiving is driven to treat all employees with value, respect and appreciation. This is evidenced by Aegis's enthusiasm and ability to go beyond the obvious and make life better for its employees. Call it caring for people, call it smart business-- the two go hand in hand.

"At the meeting there is no business discussed. Instead it's a time to focus on inspiring and enriching the lives of our employees, for without them and the fantastic work they do AegisLiving wouldn't be the outstanding company that it is today. This is just one way I can say thank you," said Dwayne Clark, chairman and CEO of AegisLiving.

The speakers discussed their philosophies, teachings and wisdom on achieving life's goals and desires. Dr. Deepak Chopra shared his thoughts on *synchrodestiny*, helping those in attendance create their own ability to achieve the spontaneous fulfillment of desire. Jack Canfield drew upon his book *The Success Principles* to capture the essence of an approachable way of making change. And in her book *Thank You Power*, Deborah Norville reinforced her message of giving thanks as the perfect close to the meeting.

When the company was started in 1997, Dwayne had a mission: to create a company with an incredible corporate culture, exhilarating and caring at the same time. "I knew from the beginning that I wanted to create a culture that was unsurpassed in the industry. I've been able to make that vision a reality through the shared efforts of everyone here. My job is to give the employees the tools they need to make their life better and more enjoyable. After all, the staff are the ones that drive the customer experience. Unless they are absolutely happy, motivated and have a genuinely good feeling about working for the company you're never going to get the customer experience you need to be a success."

### **Wisdom of Potato Soup**

When Clark was in high school, he and his mother were very poor. A proud and very ethical woman, the occasion came up where she had to steal a dozen potatoes from her employer so they would have something to eat. For an entire week, they ate the potato soup she made, teaching him a lesson he has never forgotten. She told him to never forget where he came from

and what they had to do. And she advised him to “be there for your employees and they will always be there for you.”

Today Clark weaves that lesson into everything he does for his employees. In the past year, he established the Potato Soup Foundation, a not-for-profit, tax-exempt organization with the principal purpose to help Aegis employees and their families in time of need.

### **Employee Benefits**

AegisLiving’s mercurial growth and strong leadership can be credited to the people on the management team and the entire roster of employees. “People First” shapes the culture, and exemplifies the brand that wholeheartedly embraces a Five Star Service Philosophy. AegisLiving Communities are designed and operated to meet the standards of service and quality in a five star setting. “We truly value our employees. While we demonstrate our commitment through profit sharing and meaningful benefits, we make certain they know they’re appreciated and feel connected to our company in a hundred little ways as well. Our success is because of them and their tireless, dedicated commitment to our families and residents,” adds Clark.

By successfully creating an environment where employees know they are cared for, AegisLiving has earned the distinction of having the lowest staff turnover rate in the industry. Annual turnover ranges from 23%to 45% compared to an industry average of 120%. This low rate translates into a better bottom line for the company and care for its residents. The company has been named among *Washington CEO’s* “Best Companies to Work For” repeatedly since 2002. Moreover, Aegis employees have typically been the best recruiters for the company.

Aegis has successfully created a corporate climate and work environment that is often admired and emulated by other corporations. Yet the real rewards of the employee’s hard work are witnessed in the faces of residents and family members every day. Those are the true accolades.

### **About AegisLiving**

AegisLiving is a national leader in retirement and assisted living, offering a progressive selection of senior residences to meet the growing needs of today’s aging population. Providing the finest in senior lifestyle and living options available, “We’re the people who make life better” emphasizing health, quality of life, well-being and community. The residences include Signature Living, independent living, assisted living, Memory Care, as well as short term, rehabilitative and vacation stays. AegisLiving is guided by a simple philosophy: strive to treat all people with the highest possible standards. Founded in 1997 and headquartered in Redmond, Washington privately held AegisLiving operates 32 communities in Washington, California and Nevada. More information is available at [www.AegisLiving.com](http://www.AegisLiving.com).

###

Media Contacts:

Karen Lucas, AegisLiving Vice President of Strategic Marketing,  
(425) 895-7625 or (206) 979-4929 cell

Stacia Kirby, Kirby Communications  
(206) 363-1492, [stacia@speakeasy.net](mailto:stacia@speakeasy.net)