



September 2, 2021

To Whom it May Concern:

During the height of the pandemic, public concern about nursing homes was not favorable - right or wrong. We needed to reestablish credibility with our stakeholders and communicate that we remained an excellent service provider and community asset. Additionally, we wanted to brand and showcase the only "Life Plan Community" in the market by highlighting our two separate campuses which operate six miles apart. Enter Maun & Associates.

Clint Maun and Cheryl Boldt are experienced and highly resourceful. They have a unique approach that proved to be very successful – especially in our situation. Rather than train a leader or marketing/sales specialist, they train an entire team, a cohort. It proved to be an effective way to build team camaraderie by sharing leadership and training all members to be able to back each other up. The team was energized by continuous support, encouragement, new ideas and positive feedback. The result of this approach was optimal engagement and excellent results.

Deadlines were enforced in a kind way that promoted accountability within the team(s). This practice will carry forward in many areas of our operations.

Clint and Cheryl reinforced the idea of being good people first and watching the rest fall into place. The community workforce is comprised of great people and great teams, but we often forget to showcase this to the greater community.

Clint and Cheryl urge aggressiveness in striving to achieve growth targets. It is important to "mind the shop" by managing the back door during off-hours when it's easy to lose our grip on what is best for the resident vs. the staff or convenient for the physician.

The Maun & Associates program encourages continuously looking for ways to grow service lines, by looking at barriers and moving them towards opportunities when it comes to admissions.

Finally, Clint and Cheryl helped to foster a stronger sense of shared ownership between the two sites, thus expanding the walls of the respective communities - creating UNITED CHURCH HOMES of Marietta instead of Glenwood Community and Harmar Place. Without question we were extremely satisfied with the concept, execution and most importantly, the results (see chart below).

Glenwood	Assisted Living - The Pines	48	41		7
	Independent Living	61	44		17
	Cottages	12	12		-
Harmar Place	Skilled Nursing	86	75		11

Please feel free to contact me directly if I may be of additional assistance.

Best regards,

Sean Riley

Sean Riley
 Director of Senior Living Operations