

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Grace Management, Inc. Senior Vice President of Sales and Marketing Kymm Clark Selected to Serve on ASHA's New Sales and Marketing Committee

Maple Grove, MN – June 3, 2022 — Grace Management, Inc. Senior Vice President of Sales and Marketing Kymm Clark will be serving on the American Seniors Housing Association's (ASHA) new Sales and Marketing Committee.

The committee is part of ASHA's most recent Strategic Plan initiatives with the goal to help increase membership engagement and uphold ASHA's mission and objectives in serving the senior housing industry and its leaders.

The new Sales and Marketing Committee is comprised of senior housing company leaders in sales and marketing. It was formed at the end of 2021 and held its first meeting in December 2021. Committee members were identified by ASHA and Christy Van Der Westhuizen, chair of the committee.

The purpose of the committee as is stated by [ASHA](#):

As we continue to see senior living occupancy as a large focus for many of our organizations, ASHA understands it is crucial that we implement a sales and marketing committee to gather feedback, areas of opportunity, obtain more input and involvement from leaders in sales and marketing. This would also include strategic conversations and best-practice sharing with relevant industry peers, along with a sounding board or industry focus group for tactical decisions you will make for your organization.

Clark is honored to be selected to be on the committee and represent Grace Management, Inc. within this select group in ASHA.

"I appreciate this incredible opportunity to be part of a group of colleagues and influential individuals in the senior living industry," said Kymm Clark, Senior Vice President of Sales and Marketing, Grace Management, Inc. "We know that senior living has amazing people who are serving an amazing population. The industry continues to fluctuate and flourish, and we want to keep our focus on being strategic and innovative in all we do to best serve our residents."

About Grace Management, Inc.

Grace Management, Inc. (GMI) was established in 1984 to develop, market, and manage residential communities for seniors. GMI combines sound fiscal and operational management, adherence to ethical standards, and dedication to the long-term satisfaction and quality of life of all residents and associates. Grace Management, Inc. is a subsidiary of CPF Living Communities and is ranked in ASHA's 50 largest seniors housing owners. For more information, please visit www.GraceManagement.com.

About the American Seniors Housing Association

Welcome to the American Seniors Housing Association (ASHA). Created in 1991, ASHA represents the interests of more than 500 companies involved in the finance, development, and operation of the full spectrum of housing and services for seniors – including independent living, assisted living, memory care, and continuing care (or life plan) communities. ASHA primarily focuses on legislative and regulatory advocacy, research, and educational opportunities and networking for senior living executives. For more information, please visit: www.ashaliving.org.

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