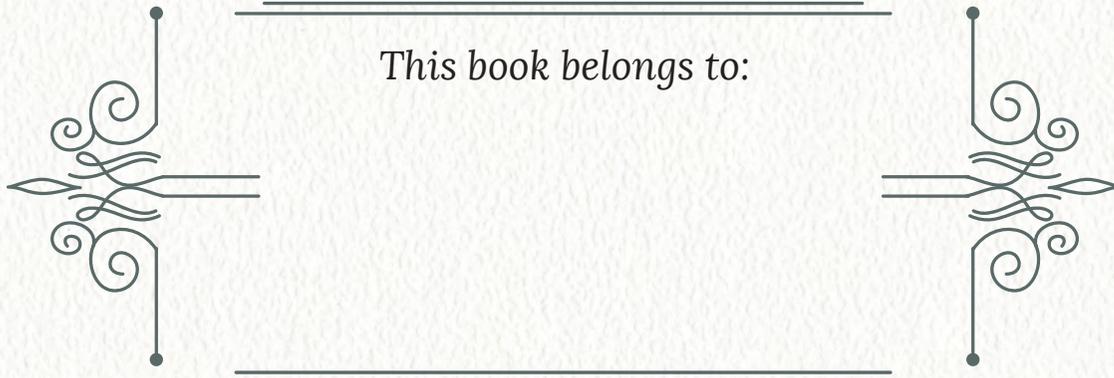




This book belongs to:



Bloom Senior Living
260 East Brown Street, Suite 315
Birmingham, MI 48009
(T) 248.642.2914
www.bloomseiorliving.com



Dear Bloom's newest family member:

Welcome to Bloom Senior Living! We hope your first week is enjoyable, and that you are learning and having a little fun while training at Bloom U. Our family-owned and operated model, as well as the strong bond and culture we all share, is what makes our company special. We continue to honor traditions created over 50 years ago, while exploring progressive avenues that promote growth — making this an especially exciting time to join the Bloom family.

Inspired by the challenges the three of us faced in finding the right home for our grandmother when she began suffering from Alzheimer's disease, Bloom offers a modern approach to healthcare that caters to the needs of each and every resident. We truly believe that entering a Bloom community does not mean checking one's lifestyle or personality at the door, and as such, our mission is simple yet aspirational: to help residents thrive. Bloom residents continue living full lives by enjoying their favorite activities while discovering new ones, and blooming into their best selves through learning, growth and discovery. We're committed to creating a homelike living environment that fosters self-growth and self-actualization for residents by providing them with the tools, resources and encouragement to bloom.

But this is not just limited to our residents.

By creating an environment that promotes self-growth and self-actualization for others, you will reap those same benefits — ten-fold. We hope this new journey is the beginning of a rewarding career and an opportunity to develop friends, relationships, experiences and memories to last a lifetime. We want you to share all your Bloom memories with us and always feel like an integral part of the care we provide, the environment we continue to nurture, and the family we cherish.

Your particular community, and your role within Bloom, is extremely important to our company. It holds a special place within our family's future as we continue to tell the Bloom story. Together, our journey has just begun, and our future looks so bright.

We imagine the impossible. We believe the incredible. We do the improbable.

Welcome again to the Bloom family! We are here to support you every step of the way.

Very truly yours,

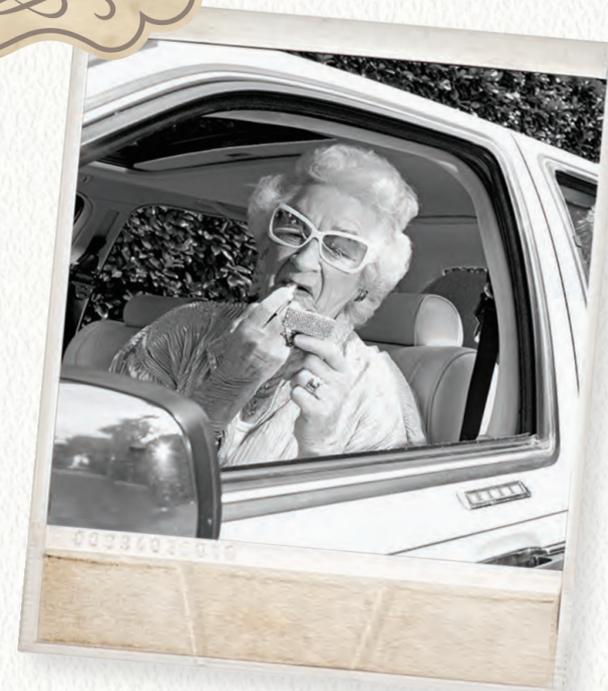
Three handwritten signatures in black ink are displayed. The first signature is "Scott Kantor", the second is "Tony Kantor", and the third is "Bradley Dubin".

Scott Kantor, Tony Kantor and Bradley Dubin



Bloom Overview

Bloom is a family-owned and operated company that has provided personalized service and premium care to seniors since 1965. Based out of Birmingham, Michigan, we presently own and operate a diversified body of senior living communities throughout the United States that offer a wide continuum of lifestyle options, including Independent Living, Independent Living Plus, Assisted Living, Memory Care, Adult Day and Respite Care. Plus, in addition to their work at Bloom, many members of our family have separately owned and operated Skilled Nursing and Psychiatric/Mental Health facilities throughout their careers. Multiple generations of the family are intimately involved in Bloom's daily operations, making sure each community is a premier option for senior living that represents the values and traditions created over 50 years ago.



While other senior living providers concentrate on being the largest, our family focuses on being the best. Our strong and long-standing professional relationships, reputation, resident satisfaction and revolutionary health care programs have been hallmarks of our success over the course of five decades. With this philosophy and a conservative growth rate, we have consistently maintained high occupancy rates. Additionally, we own our properties with little debt and without partners or investors.

This unique approach ensures associates joining our company and residents moving into our communities have complete confidence regarding job security and excellence of care, both now and in the future. Whereas a large company would need to adhere to cumbersome bureaucratic processes, Bloom's decision makers can be reached immediately and resolutions can be made expeditiously.

Bloom Biographies



First Generation: The Inspiration



Ruth and Richard Tischler
Chief Inspiration Officers

“You only live once, but if you do it right, one is enough.” -Mae West

Richard earned his accounting degree in 1940 and started an accounting practice shortly thereafter. He later entered the field of healthcare. With Ruth's support, Richard built a chain of Nursing Homes and Mental Health facilities. When Ruth became sick at 89 years old, the close-knit family, including Richard, the Tischlers' children and their grandchildren, began searching for the perfect senior living residence. As her health condition progressed, she required services ranging from Independent to Assisted Living to Memory Care. Inspired by this personal experience and building upon our family's values, principles and generations of experience, Bloom was formed to shift the family's focus to the same lifestyle options that Ruth required. The Tischlers were married for almost 70 years before Ruth passed away from Alzheimer's disease in 2012, and Richard was still involved in daily operations until he passed away in 2016 at the age of 101.

Second Generation: The Parents



Mitchell A. Kantor
Principal, Chief Executive Officer

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.” -Jeff Bezos

Mitch oversees Bloom's strategic initiatives and health care investments. He has spent the past 35 years developing, acquiring and managing health care properties. Mitch continues to own and manage, in addition to Bloom's Independent Living, Assisted Living and Memory Care communities, Skilled Nursing and Mental Health facilities throughout the United States. He earned his Bachelor of Arts in Business Administration from Michigan State University. Mitch previously served multiple terms as President, Vice President and Treasurer of the Jewish Home and Aging Services, and he remains on the Finance Committee of Jewish Senior Living of Detroit. He is also a member of the California Association of Health Facilities, Arizona Health Care Association, Ohio Assisted Living Association, Argentum, South Carolina Assisted Living Federation of America, Indiana Assisted Living Association, American Seniors Housing Association and National Investment Center for the Seniors Housing & Care Industry.



Howard M. Dubin
Principal, President

“Great things in business are never done by one person. They're done by a team of people.” -Steve Jobs

Howard oversees Bloom's risk management department and health care investments. Over the past 35 years, Howard has been a seasoned entrepreneur, investing in numerous health care properties and commercial and residential real estate ventures, and also operating businesses throughout the United States. He earned his Bachelor of Arts from Michigan State University and attended Aetna Casualty and Surety Insurance School. He is a member and former board member of various charitable organizations. Howard is also a member of the American Seniors Housing Association and National Investment Center for the Seniors Housing & Care Industry.



Nancy Kantor and Jean Dubin
Chief Cheerleaders

“Family is not an important thing. It's everything.” -Michael J. Fox

Nancy and Jean are the daughters of Ruth and Richard Tischler; wives of Mitch Kantor and Howard Dubin; and parents to Scott Kantor, Tony Kantor, Lisa Kantor Guth, Bradley Dubin and Elizabeth Dubin Gottlieb. The Tischlers told them at a young age, “We're not going to be around forever. You need to make your sister your best friend.” They have been inseparable ever since. Like Ruth and Richard, their families are their lives and they are our biggest fans and cheerleaders.

Third Generation: The Kids



BRADLEY E. DUBIN
Principal, Director of Acquisitions and General Counsel

“A winner is just a loser who just tried one more time.” -George Mason

Brad is responsible for originating and acquiring new Bloom communities. He also oversees legal matters for Bloom. Brad attended the University of Michigan and is a member of the Ohio Assisted Living Association, South Carolina Assisted Living Federation of America, Indiana Assisted Living Association, Argentum and National Investment Center for the Seniors Housing and Care Industry. He also serves on the Executive Board of the American Seniors Housing Association and was recently elected to the Executive Committee by the Executive Board.



TONY KANTOR
Principal, Director of Finance

“Choose a job you love, and you will never have to work a day in your life.” -Confucius

Tony is responsible for the financial matters of Bloom. He earned his Bachelor of Arts in Economics from the University of Wisconsin-Madison and his Masters of Science in Finance from Walsh College. He's also a member of the Ohio Assisted Living Association, South Carolina Assisted Living Federation of America, Indiana Assisted Living Association, Argentum, America Seniors Housing Association and National Investment Center for the Seniors Housing and Care Industry.



SCOTT M. KANTOR
Principal, Director of Operations

“It's not the size of the dog in the fight, it's the size of the fight in the dog.” -Mark Twain

Scott is responsible for the daily operations of Bloom, as well as achieving resident and associate satisfaction consistent with Bloom's mission. He earned his Bachelor of Arts from the University of Hartford. Scott has completed various Executive Education programs, including Management & Operations and Development of Senior Housing from the Erickson School. Scott is a member of the Ohio Assisted Living Association, South Carolina Assisted Living Federation of America, Indiana Assisted Living Association, Argentum, America Seniors Housing Association and National Investment Center for the Seniors Housing and Care Industry.



LISA KANTOR GUTH
Administrative Assistant

“A typical minimum wage earner is a provider and a breadwinner - most likely a woman - responsible for paying bills, running a household and raising children.” -Thomas Perez

Lisa is responsible for assisting Bloom management with various administrative duties. She earned a degree in Nursing from the University of Michigan and previously worked at Aspen Valley Hospital as a registered nurse.



ELIZABETH DUBIN GOTTLIEB
Administrative Assistant

“I think every working mom probably feels the same thing: You go through big chunks of time where you're just thinking, “This is impossible - oh, this is impossible.” And then you just keep going and keep going, and you sort of do the impossible.” -Tina Fey

Elizabeth is responsible for assisting Bloom management with various administrative duties. She earned her Bachelor of Arts from Indiana University and worked in journalism, media relations and advertising sales for several national companies before coming to work at Bloom.

Bloom Lifestyle Options

Bloom Senior Living is a family-owned and operated company. For nearly 50 years, our goal has been simple yet aspirational: to help our residents flourish.

Bloom Independent Living communities are unlicensed residences designed for senior adults who want to remain active and maintain their self-sufficient lifestyles. Residents enjoy the same privacy, freedom and lifestyle of home, combined with the security and convenience of assistance and a maintenance-free environment. With a variety of on-site amenities and personalized services (which include a fine-dining experience, a full range of life enrichment activities, exercise classes and wellness programs, transportation, housekeeping and more), our Independent Living communities have something for everyone. Residents spend less time worrying about daily hassles and more time socializing, maintaining community contact and continuing the pursuit of lifelong skills, hobbies and activities.

Bloom Independent Living Plus communities embrace the industry concept of “aging with choice” and offer an affordable alternative to Assisted Living. As our residents’ needs change, we offer à la carte personal care and supportive services through an on-site, third-party home health care provider of the resident’s choice. This allows seniors to remain in our Independent Living community and close to their spouses, friends and the Bloom family. Residents have the opportunity to create a customized care plan based upon their individual needs and assessments by the home health care agency.

Bloom Assisted Living communities are licensed residences designed for senior adults who can no longer live alone, but do not require 24-hour complex medical or skilled nursing supervision. The communities combine housing, personalized assistance, support services, life enrichment activities and resident-centered health care in a professionally managed home setting. Some residents are independent and require only a small amount of help, while other residents require assistance with most of their daily activities. Our specially trained staff completes a comprehensive assessment of each resident, which is used to develop a personal service plan tailored to meet the resident’s needs and preferences. Bloom Assisted Living communities offer numerous amenities and services, which include (but are not limited to) fine dining, health and wellness services and group activities. We provide the comfort and assistance seniors may need, combined with the independence they want.



Bloom Memory Care communities are licensed and secured residences designed for senior adults with Alzheimer’s disease (including early, middle and late stages) and dementia. The communities combine secured residences, personalized assistance, supportive services for all stages of the disease process, life enrichment activities and resident-centered care. They also offer 24-hour programs, dependent upon the resident’s preferences. These communities incorporate uniquely detailed building designs and a circle of care philosophy, ensuring an intimate, family-friendly, compassionate environment through personalized care. This allows our residents to regain a sense of independence. Our expert staff – specially trained to address the unique care challenges associated with the disease – redefines Memory Care by completing a comprehensive personal assessment of each resident, which is used to develop a personal service plan that’s tailored to meet the resident’s needs. While there may be short-term memory loss, our goal (through our specialized sensory programming, a full calendar of activities available throughout the day, exercise classes and wellness programs) is to stimulate long-term memories that remain intact, allowing residents to continue being who they have always been.

Bloom Adult Day Program is an option for those with illnesses such as dementia, Alzheimer’s disease, or Parkinson’s; individuals who have suffered a stroke; or seniors facing other health-related concerns. It’s designed to not only provide seniors with a safe environment, but also to ensure they’re blooming by engaging in meaningful and therapeutic activities. Some of the services offered are wellness assessments and personalized service plans; nutritional meals prepared daily by our Executive Chef; medication management; therapeutic and adventurous activities; exercise and wellness programs; incontinence care; physical and occupational therapy; and access to our beautiful amenities.

Bloom Respite Care is designed for family members and/or caregivers seeking short-term relief, or if their loved one needs additional services following hospitalization or an ailment. It’s also designed for residents who wish to “try Bloom out” without a long-term commitment. Many residents decide to move into a Bloom community after experiencing life during a short-term stay. Respite stays can be as short as a few days or as long as a month. Plus, respite residents receive all the features and benefits enjoyed by full-time residents, like fully furnished private suites; and around-the-clock, caring staff; on-site amenities; concierge services; fine dining; wellness programs; life enrichment activities; transportation; housekeeping; personal assistance with daily living; and resident-centered health care.





Mission Statement

Bloom Senior Living is a family-owned and operated company that is dedicated to providing personalized service and premium care for seniors. Since 1965 we've gone beyond offering just safety and comfort; we create living environments where residents are given the tools, resources and encouragement to flourish as human beings.

Bloom Beliefs

The Foundation of our Character

Developed with our family's personal values in mind and our decades of experience in the industry, the Bloom Beliefs are key to understanding and living the Bloom culture, as they clearly define our brand and business strategy. These beliefs are what set Bloom apart; they are the soul of our company, and they dictate how the rest of the world views us. From how we hire, train and evaluate associates to how we serve our residents and interact with our peers and vendors, the Bloom Beliefs are the framework on which we base all company decisions. The following beliefs reflect the core of Bloom, and are your guiding principles as a member of the Bloom family.

Meet the Bloom Believers!



Doing the right thing, especially when it's not easy or no one is watching, is always the right option. Henry Wadsworth Longfellow said it best: "It takes less time to do things right than to explain why you did it wrong." Let your conscience be your guide and remember that the resident always comes first.

Every day, you are making memories for residents, their families and yourself. Ensure the memories you create lift others up and make each day a little brighter.



A positive attitude renders positive outcomes. Choose to be positive, and let that mentality seep into every aspect of your life, guiding you in all that you do. By going above and beyond and doing the unexpected, you'll inspire others and gain the fortitude to take on anything.



Be reliable, consistent and considerate, showing others you truly care. This will earn the trust you need to establish impactful, fulfilling relationships with residents, fellow associates and beyond.



Be better each day



Improvement is about progress, not perfection. Be willing to let each day be a new opportunity to better both the lives of those around you and yourself – and remember to have fun in the process.

These are not just catch phrases. What sets Bloom apart from other companies is that our people accept and live these beliefs, and we want you to be a part of that.

The BLOOM Culture

Consider some of the world's most successful companies, like Apple, Google and Zappos. What do they have in common? For starters, they're recognized and revered worldwide. But a brand is much more than just a logo or a window dressing. Each of these companies has a strong value proposition; one that is engrained in its culture and inspires everything from day-to-day interactions to long-term growth and goals.

Bloom is a family-oriented company that has equally defined values and a strong, nurturing culture. In fact, at Bloom, we've made company culture our number one priority because we believe if the culture is right, then everything else – including delivering great customer service and building an enduring brand – will fall into place. Our culture drives our brand, our customer service and, ultimately, our growth. We see it as a way of life, based on a shared set of core values, ideas, behaviors, beliefs, skills, motives, attitudes, meanings and roles. At its core is a commitment to serving others and improving lives by caring for residents like they're family. We've worked hard to bring together people who understand our mindset and have a shared desire to be part of something bigger than themselves. Many associates have been with our company for decades, and if you question people across the board, it will become obvious that this desire reverberates throughout the entire organization.

Subscribing to the Bloom culture is non-negotiable, starting from the top down. Everyone – including the owners, executive director, department managers, and each and every associate – lives by the Bloom Beliefs. This means maintaining a high level of commitment and respect for our values and culture, supporting each other, and standing together as one company. Our cohesive and holistic approach is reflected in the way each associate talks about the company, and because our culture is our biggest asset, it's the glue that holds us together while distinguishing us from other providers.



Our culture
DRIVES OUR *brand*, OUR
customer service,

AND, ULTIMATELY,
our growth.



Upholding the Bloom Brand

We've always prioritized maintaining our family-owned and operated feel while providing the very best in care. But this only scratches the surface of what Bloom offers its residents. We do so much more than focus on functional benefits – because while comfort, safety and convenience are important, they're not enough.

We think bigger and more holistically by creating living environments where residents are given the tools, resources and encouragement to do something that isn't talked about much in this category: to flourish as human beings.

Or, simply put, to bloom.



To bloom is to become your best self, achieving your full potential for happiness and peace. To do the things you've always wanted to do and feel the way you've always wanted to feel. To be the person you were destined to be.

Bloom: **Discover your best self.**

Bloom
INTO YOUR
best self



HAVE THE TIME OF YOUR LIFE AT Bloom



The Bloom Story

At Bloom, we strive to provide an environment where residents and associates don't just live – they bloom. Dedicated to the memory of both Ruth and Richard, Bloom is our tribute to them. And as a member of the Bloom family, you're now a part of this story, too.

As you learn the important milestones that helped us become the brand we are today, remember that it's you who helps this story continue. Enjoy getting to know Richard, Ruth and the rest of the family, and remember to record (and celebrate!) your own milestones as the story continues to unfold.





Immigration to America

1909 Moses "Morris" Tischler immigrates to America from Germany

1910 Kisja "Katie" Rapkin immigrates to America from Latvia

1913 Morris and Katie marry in New Jersey

Tischler, Morris <small>(Type the name with surname last, give occasion.)</small>	
Age, 35 years.	Petition No. 70989 Issued by USDCSDNY
Date of order of admission MAR 18 1926 , 19	Declaration of Intention No. 234391 Issued by Clerk of the Sup. Court of NYC. , 19
Name, age, and place of residence of wife: 56 E. 101st St.	
Names, ages, and places of residence of minor children: Abraham, 11 yrs; Harry, 9 yrs. Reside with me.	
No. 2315223	Old Certificate No. _____ New Certificate No. _____ <small>(Use only when new Certificate is authorized.)</small>

Richard Tischler

Richard Tischler is born **1915**

Morris and Katie give birth to their first son, Richard Tischler, in the back of a store in Newark, New Jersey.

Richard's childhood **1916-1928**

Richard grows up poor in a railroad flat of the Harlem slums, living a childhood of responsibilities but always prioritizing education. His parents lack motivation and don't take an interest in him, which is why his life would later be driven by his love for family.



High school **1929**

After teaching himself to read under the flat's one communal skylight, Richard takes rapid classes and graduates high school at just 14 years old. He has no social life, later remarking: "It was terrible going to school that young when all the kids were 18, but I had no choice. My brother was sick and I was in a hurry to better our lives."

Richard pursues higher education **1930**

Unable to afford Harvard, where he's accepted, Richard attends the City College of New York at night, while working for pennies during the day. He graduates college during the Great Depression at 18 years old. Despite being the first in his family to receive a higher education, his parents' reaction is indifference



1934 Richard pursues an accounting degree

Richard continues school at night, pursuing his accounting degree. He finishes in under two years but is too young to receive his certificate.

1942 Richard joins the Army

Richard uses his accounting skills to bookkeep for the Army during WWII. This takes him to Detroit, Michigan.



Ruth and Richard Tischler

Richard meets Ruth **1945**

Richard meets a young Ruth Hoffman on the steps of their temple. He loves her immediately and adores her family, which is better to him than his own. He's close with her sisters, who later die from Alzheimer's.

Richard and Ruth marry **1946**

Less than four months later, Richard and Ruth marry. Richard opens an accounting practice and they settle in Michigan for the next 65 years.

Jean Tischler is born **1948**

Nancy Tischler is born **1951**

Born just three years apart, Ruth and Richard love their daughters, who are the center of their universe. Richard and Ruth explain: "We're not going to be around forever. You need to make your sister your best friend." That was the beginning of "Jean and Nancy," and they have been inseparable ever since.

Prioritizing work and family **1952**

Rarely home when the girls are young, Richard works day and night building his practice – yet he always finds a way to make it home for family dinner before returning to the office. Work and family are his priorities, and he represents some of the most successful businessmen in Detroit.



The Dubin and Kantor Families

1970 Jean Tischler marries Howard Dubin

1974 Nancy Tischler marries Mitch Kantor

Howard Dubin and Mitch Kantor become an important part of the family story. No longer just "the girls," it is now "the girls... and the boys."



The Legacy Skilled Nursing and Mental Health Business

The family business begins **1963**

Never satisfied as an accountant, Richard starts his second career as a middle-aged man after seeing Medicare on the horizon. Using everything he can scrape together, he and a former client do a handshake deal and open Arizona's largest nursing home: Devon Gables Health Care Center, a 312-bed facility. He works tirelessly to make it a success.

Tough times again for Richard **1965**

But shortly after building Devon Gables, Medicare rules change and the Tischlers are on the verge of bankruptcy. Ruth is scared, but with "Dick" by her side, she knows he'll protect her and they'll find a way to survive. Richard's upbringing, depression-era mentality and focus on family help him save Devon Gables. The first nursing home would remain in the family for the next 50 years. He eventually buys out his partner.

Richard takes another calculated risk **1965**

Richard, balancing Devon Gables and his accounting practice, must make a decision. With Ruth's support, he goes all-in on the nursing home business.



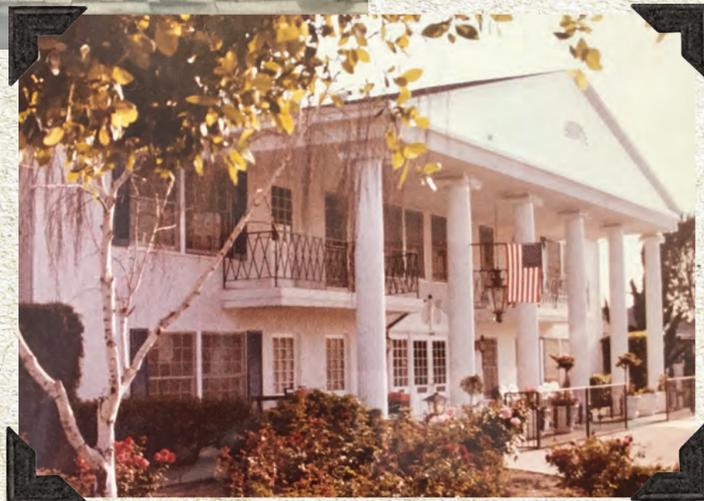
Devon Gables Health Care Center, Arizona





1974 Desert Manor Convalescent Center

Richard's business strategy is to use one business to build the next. With Devon Gables finally stabilizing, Richard finds another nursing home in Yuma, Arizona – Desert Manor Convalescent Center – and adds 145 beds to the growing business.



Royale Health Care Center – Santa Ana, CA.

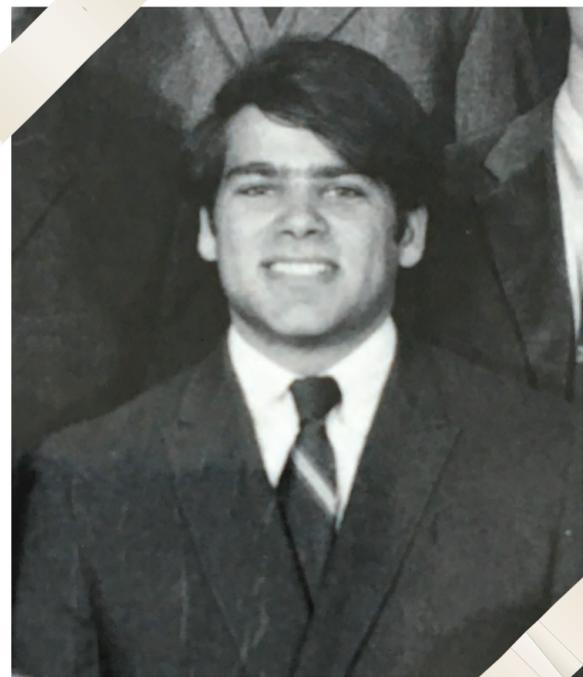
1974 Royale Health Care Center

Richard's next acquisition is Royale Health Care Center, a 255-bed facility. This marks not only his expansion of the nursing home business into Santa Ana, California, but also diversification into the Mental Health and Psychiatric business. He develops programs that include Sub-Acute Care, Alzheimer's and Dementia Care, and a Special Treatment Program for indigent mental health patients of Orange County.

The second generation

1975 Mitch Kantor joins the business

Richard later remarks this is one of the crowning achievements of his life – not only because Mitch would help him grow the business, but also because it marks the beginning of a true family business; a dream he never imagined decades earlier. Richard's plan is to send Mitch out west. Ruth says, "No way they are moving that far. Figure out a way they can live in Michigan." Richard knows the business will grow faster, but it's a cheap price to keep the family together. Richard and Mitch, working together in the same office, pave the way for Bloom 30 years later.



First grandchild Bradley Dubin is born 1976

While the business is growing, so is the family. The Tischlers instill the importance of tradition, value, modesty, hard work, education and family in the lives of their five grandchildren.

Second grandchild Lizzie Dubin is born 1979

Third grandchild Scott Kantor is born 1979

Fourth grandchild Tony Kantor is born 1981



Brad and Lizzie



The grandkids



The grandkids



Ruth and Lisa

1982 Penn Mar Therapeutic Center

Richard and Mitch add Penn Mar Therapeutic Center, a 45-bed facility in El Monte, California, to the portfolio. This expands the Mental Health business and treats indigent patients of Los Angeles County.



1983 Fifth grandchild Lisa Kantor is born

Royale Mission Viejo 2001

Richard and Mitch add Royale Mission Viejo in Mission Viejo, California, an 80-bed facility, to the portfolio. This expands the Skilled Nursing and Mental Health businesses.



Royal Mission Viejo - Mission Viejo, CA.

The chance to go public 2003

Richard and Mitch turn down an opportunity to take the business public, wanting it to remain a family business. They stress the importance of doing it their own way, making their own mistakes and running a business guided by their long-term vision and values.

Different legacy business model and structure, same values 2004

While the decentralized "mom and pop" model of the legacy business is very different from today's Bloom, the legacy business (like Bloom today) is driven by an incredible feeling of togetherness and care. The family then, like now, is guided by a depression-era philosophy of living frugally so whatever funds generated can be re-invested into the business; running the business with little debt and without partners or investors; and making decisions guided by a long-term vision of what's best for the company, residents and associates.

2005 Richard's and Mitch's extended family are their associates

Richard and Mitch treat their hard-working associates like family, and most of their team is with them for decades. In fact, when their first Administrator retires, her daughter – who grew up in the building and worked in every department – takes over.



An idea is born

2006 First nursing home is sold

The family sells its first nursing home in Yuma, Arizona, and begins thinking about the next challenge: a more progressive health care model.

2007 Ruth is diagnosed with Alzheimer's disease

Around that time, Ruth's health starts to decline. Finding care for Ruth should have been easy considering their business, but the family can't find the right fit and want her to have the very best.

Back in time with Ruth 2007

Age-related dementia can take a person far from the present, and when Ruth would sit and drift into her faraway place, the family would travel with her to reminisce about the life she and her husband Dick built. That's when she'd almost always ask, "Do you suppose there'll be pie after dinner tonight?" ... and then they'd welcome her back to today.



Richard & Ruth



Ruth & Richard with the grandkids

Brainstorming Bloom 2007

Inspired by this personal mission and building upon the family's values and experience, they see an opportunity to shift the family's focus from Skilled Nursing and Mental Health to Independent Living, Assisted Living and Memory Care; the same Lifestyle Options Ruth required. They also realize a chance to incorporate a more modern, lifestyle approach into senior living communities – making them feel more like home while providing an environment where residents can continue to learn, grow and discover.

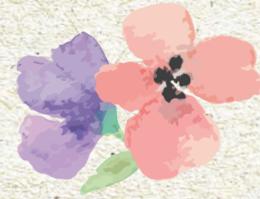


Richard and Ruth (1962)

Bloom Senior Living

Bloom Senior Living is formed by the third generation 2008

With Richard's support, the third generation gives up careers in banking, law and real estate to take a risk, just as Richard and Mitch did years earlier. Richard asks his grandchildren for one promise: that the same beliefs that guided his long career and the values he instilled in them when they were young continue to drive the business, while always keeping Ruth's experience in mind. When later asked what it meant to have his grandchildren join the business, Richard said: "You have no idea. I'm full of joy. It's the greatest thing to ever happen to me."



The Great Recession 2009

Bloom is formed during the largest downturn since the Great Depression. Having lived through that era and preparing for it again ever since, Richard is in a unique position to encourage his grandchildren to seize an opportunity during an uncertain time in American history and create a new company that will make he and Ruth proud.



Bloom at Lakewood

Bloom at German Church



Bloom at Eagle Creek

2010 Bloom at Belfair



Bloom at Belfair

Brad and Scott head to Bluffton, South Carolina, in search of new property. They find a gem in a foreclosure, an 81-unit Independent Living community and an adjacent vacant shell that can be transformed into the perfect Memory Care setting they hoped to find for Ruth.

2010 Bloom at Lakewood

Bloom expands into Assisted Living and closes on its second property, a 91-unit community in Lakewood, Ohio. Like Belfair, this is an opportunity to transform an existing asset into an environment Nana Ruth would be proud to call home.

2010 Bloom at German Church and Bloom at Eagle Creek

Bloom expands into Indianapolis, Indiana, with 111 new Assisted Living units. Using the same acquisition strategy that worked for Richard, within eight months Bloom is almost the size of the legacy business.

Search for grandma's new home aids cousins in new venture

By Bradley Dubin
CONTRIBUTOR

(Editor's note: This is the first in a series of articles about finding the right retirement housing solution for seniors.)

Some might think it is strange that two big city brothers and their cousin, ages 29, 30 and 34, purchased a senior retirement community in the South Carolina Lowcountry. But it makes perfect sense that the former investment banker, real estate broker and attorney are now at the helm of Riverside at Belfair Retirement Community in Bluffton.

When it became evident that our 89-year old grandmother's health had declined and she needed daily living assistance, our close-knit family confronted the monstrous dilemma of where she should live, and began the search for the perfect retirement community.

It had to provide the special assistance she needed and the individuality, independence and privacy she still desired. It had to be more than an institutionally disguised, dime-a-dozen, profit-driven business. We were searching, with a sharp eye, for her new home, a lifestyle, and a place that could deliver the personal attention and platinum care she deserved.

This should have been easy for our family, as we have owned and operated senior living communities throughout the U.S. for over 40 years. However, it was no easy task.

According to the U.S. Census Bureau,



PHOTO SUBMITTED

Brothers Scott and Tony Kantor and cousin Bradley Dubin with their grandmother, Ruth Tischler

the number of people ages 65 and older is expected to more than double from 39 million today to 87 million by 2030. They will represent more than 20 percent of the population. They are the Baby Boom Generation.

Since aging Boomers will live longer today than ever before, many seniors entering their retirement years will require some level of care. In fact, the number of people who will require assistance with activities of daily living (ADLs) is projected to increase by 51 percent over the next 20 years.

Increasing numbers of adult children will confront the daunting task of making difficult choices regarding parents or grandparents.

Studying brochures is only the first step in preparing to find the perfect fit for your loved one. In recognizing the repercussions if mom, dad, grandma or grandpa winds up in the wrong place, I am sure we all wish that we could simply give the Magic 8-Ball a childhood shake and be presented the answer "without a doubt" when asking whether they will be happy. However, the only foolproof way

to ensure that you are making the right decision is to trust your intuition and conduct due diligence. While preparing to become the new owners of Riverside, my cousins and I began assembling the yellow post-it notes that had been plastered everywhere from our bedside tables to our office desks, the frayed napkins covered with chicken scratch and random newspaper clippings, magazine articles and blogs that had been graffitied with our neon yellow highlighters. Little did we know that while brainstorming for grandma's perfect new home years earlier, we would unknowingly come up with innovative ways to establish Riverside as the perfect new home.

This is not a story, however, about one family, one grandmother or one retirement community. This story is about thousands of families, thousands of grandmothers and thousands of retirement communities.

While our journey took us from finding the perfect fit for grandma to running Riverside in a manner that would make her proud, your journey to find the perfect home away from home for your loved one will be equally successful with careful planning. Next issue, we will share our tips to assist you in the process.

Bradley Dubin is a principal of Bloomfield Senior Living, LLC, owners of Riverside at Belfair Retirement Community and six other senior communities across the United States.

The Tischler's first great-grandchild is born and taken to visit Ruth 2011

The Tischlers' first great-grandchild is born and taken to visit Ruth. Holding the newborn baby sparks nurturing memories of Ruth's past, which is useful insight in building Bloom's Memory Care program.



Memory Care is built for Ruth 2011-2012

The family puts the final touches on Bloom's first Memory Care program at Belfair, a Town Square design representing Main Street America that's reminiscent of the 1940s. Ruth's illness drives them to develop this unique concept, which helps others by taking them back to the "good ol'" days, as she so loved to do. Because of its success and after an expansion from 23 to 68 beds, it becomes the largest program in the state.



Bloom at Belfair Memory Care

Ruth's death 2012

Our beloved Ruth loses her long battle with Alzheimer's disease at 89 years old.

2010 The hype

The story of Bloom – driven by the grandchildren's mission on behalf of their sick grandmother and with the support of their grandfather – quickly receives local and national attention. The younger generation's progressive vision, combined with their adoption of the older generation's conservatism and ideals, resonates with people around the country.





- 1 Develop a scalable and centralized operating infrastructure, unlike the legacy business, that paves the way for the company's growth and professional development for associates.
- 2 Ensuring the heart and soul of Bloom, like the legacy business, remains driven by all things family.

2012 The Bloom growth plan

Bloom begins a multi-year, multi-step and multi-million-dollar plan focused on building industry-leading branding, culture, education and customer-service. The Bloom team draws inspiration from both its own healthcare experience and innovative companies outside the sector (like Walt Disney, Zappos and Virgin) to create a differentiated, culturally-driven and mission-based company.



DISCOVER YOUR
best self



Bloom
• SENIOR LIVING •

2013 Bloom's mission is centered around its residents and associates

The company focuses its mission to ensure that Bloom associates, just as Bloom resident seniors, continue living full lives and bloom into their best selves through learning, growth and discovery.

2013 Bloom Beliefs are established

The team collectively defines the qualities and guiding principles they treasure, live by and protect at all costs.



be silly &
HAVE FUN



The Bloom rebrand and mission 2013

The team completes a rebranding exercise to establish what makes Bloom unlike other senior living providers. This results in a new tagline: Discover your best self, and a formalized mission that is simple yet aspirational: to help our residents flourish.

Bloom at Bluffton and Bloom at Hilton Head 2013

Bloom expands in South Carolina by adding 117 units and two new Memory Care programs in the Bluffton and Hilton Head region, as well as an Assisted Living option, so they can provide a full continuum of care solutions.



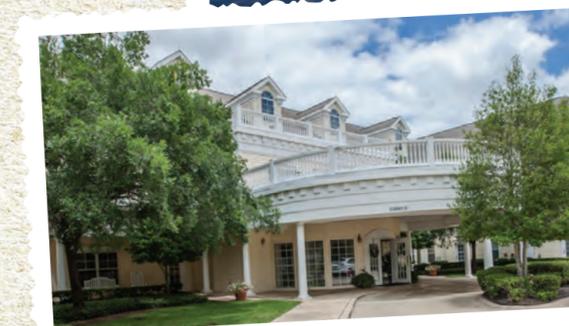
Bloom at Bluffton



Bloom at Hilton Head

Bloom at Bossier 2014

Bloom expands into Louisiana with 119 units, once again filling to capacity. The family sees another opportunity to create a continuum of care and convert a portion of the Independent Living community to Assisted Living.



Bloom at Bossier

Richard turns 100 years old 2015

Richard turns 100, and with the whole family there to celebrate, he starts off with some of his favorite quotes.

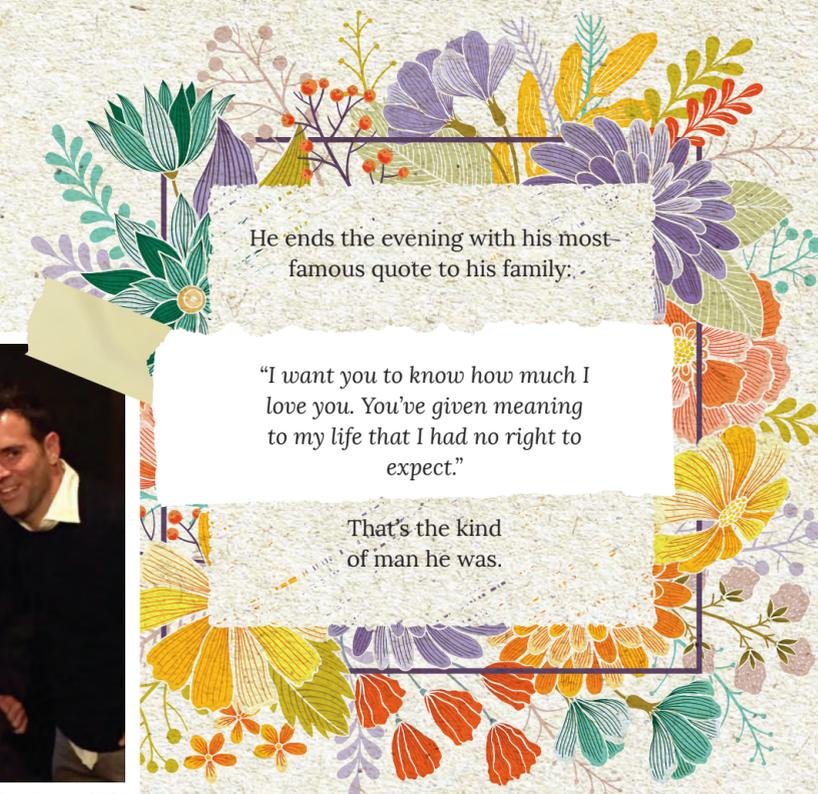
"Wrinkles should merely indicate where smiles have been."
-Mark Twain

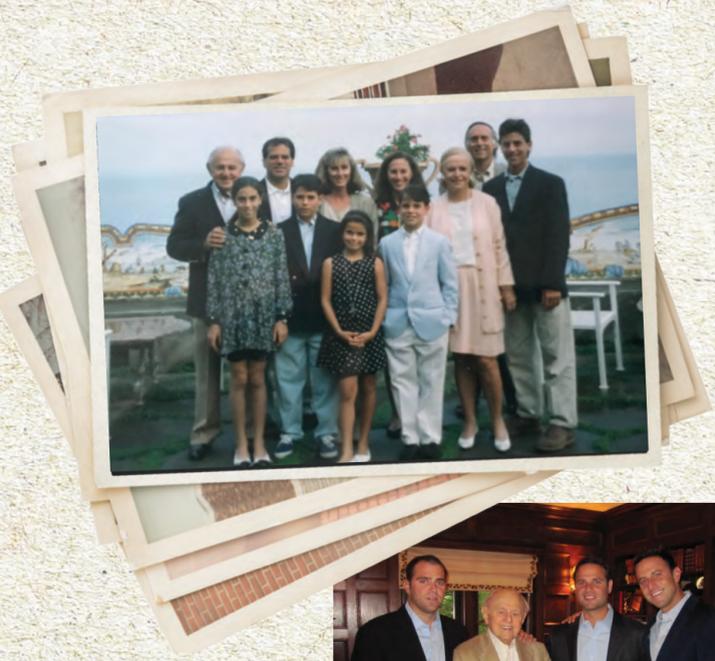
"It takes a long time to grow young."
-Pablo Picasso

He ends the evening with his most famous quote to his family:

"I want you to know how much I love you. You've given meaning to my life that I had no right to expect."

That's the kind of man he was.





Richard's passing & our tribute

2016 Richard's death

Richard passes away at 101 years of age. In the days before his death, Richard was in the office five days a week, like he had always been. While people remember him as a successful business man, his drive was never based on money or ego. Rather, it was all about the selfless love for his family and his business, which was the basis for every decision he made and the motivation for every hour he worked. The greater the odds against success, the harder a man with a dream will strive and take calculated risks to achieve that dream.

For Richard, being able to continue working, plus working with his family, meant living life to its fullest. Working together as a family the last few years of Richard's life was a dream for Richard and a godsend for his grandkids. Richard's passion and love for his family, along with his many accomplishments, are honored in every decision Bloom makes.



Bloom at St. Petersburg 2017

Bloom expands into Florida by adding 96 units of Assisted Living and Memory Care. The family sees yet another opportunity to improve operations and help residents and associates bloom and discover their best selves.



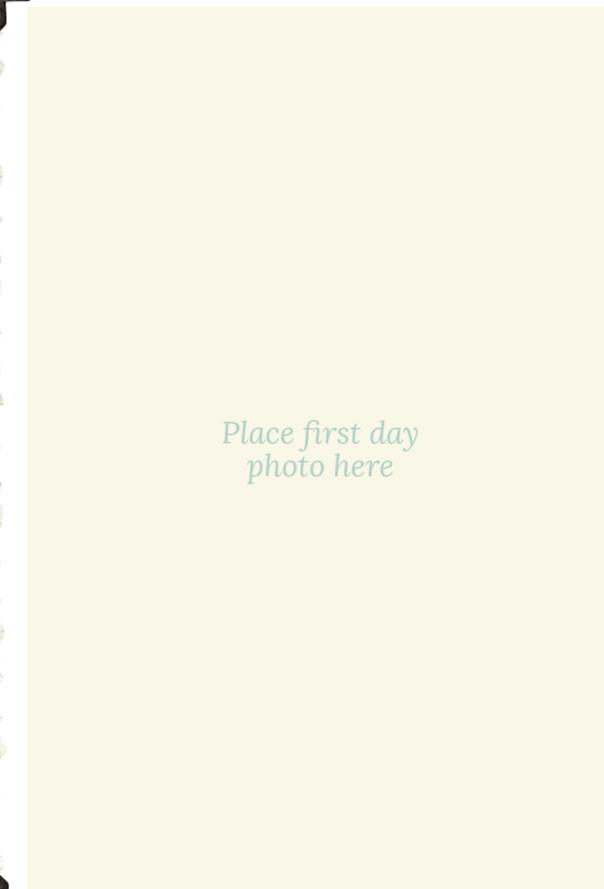
Bloom at St. Petersburg

Bloom U 2017

After years in development, Bloom U is launched to invest in Bloom associates by providing education and professional development – something Richard deeply believed in. Bloom U is a university with curriculum comprised of e-based and classroom courses, interactive training, videos, workshops, seminars, role-playing and shadowing, which provides Bloom associates with the tools to be successful in performing their duties and advancing their career, while delivering Bloom's brand promise. Bloom U tells the family story from Richard's humble beginnings through its evolution; explains the company mission, culture, brand and Bloom Beliefs; and shows associates why Bloom does what it does, day in and day out. Bloom U is available to all associates 24/7, and associates are certified after graduating.



1 First day of Bloom Date



Place first day photo here

Your Milestones



As a member of the Bloom family, you're a part of this story, too. Record your milestones below, and please know how much we appreciate your hard work and dedication.

2 Completed training Date

3 Received a deficiency-free state survey Date

4 Associate of the month Date

5 Celebrating my one-year anniversary Date

6 Celebrating my five-year anniversary Date

7 Celebrating my 10-year anniversary Date

8 Celebrating my 20-year anniversary Date

Place anniversary photo here

