



BACKGROUND

In the late 1980's, Juniper's founder Dr. Lynne Katzmann, President and CEO, believed that America was not embracing the aging population and providing environments that would enable seniors to continue to lead productive, fulfilled lives. Having worked in the senior care arena for over 25 years, and drawing on experiences from her own family, she set out to create senior housing communities that embraced the aging population.

Motivated by her own grandmother, who at age 70 was still riding around on a motorcycle, Dr. Katzmann decided to begin offering senior care that *nurtures the spirit of life* and rejoices in the aging process instead of waiting for it to end. With the assistance of private investors, she founded the company in 1988 and built a team committed to better understanding and serving the residents, families, staff, and the communities themselves.

Juniper's vision: To nurture the spirit of life in each individual we touch so that they may live life fully throughout all seasons of life.

Juniper's mission: To be the people, places and programs that nurture the spirit of life in each individual we touch.

Juniper's Guiding principle: To nurture wellbeing by encouraging an active body, an engaged mind and a fulfilled spirit

Juniper's Guiding Qualities/Attributes: To be life affirming, values driven, attentive, responsive, compassionate, competent, innovative, socially responsible and environmentally friendly, dedicated, efficient, solution oriented and celebratory.

In 1990, the company purchased two skilled nursing facilities and then quickly followed with the purchase of an additional five facilities by 1993. As the need for senior housing changed, from those individuals needing 24 hour skilled nursing care to those seeking a varying degree of living assistance, assisted living residences began to emerge. Juniper expanded into this market with great success. Today, the company owns 16 facilities in four states – Florida, Colorado, Pennsylvania and New Jersey - and intends to continue to make acquisitions as opportunities in the marketplace arise.

Nurturing the Spirit of Life

At Juniper Communities, the focal point for healthy aging that drives staff and programming is to *nurture the spirit of life* in each individual served by providing an environment that encourages an active body, an engaged mind, and a fulfilled spirit.

Buildings are designed to emphasize comfort, interaction with others, and security. Juniper's unique, exclusive programs educate, stimulate and involve residents and staff on a daily basis. The company's philosophy is founded in understanding empathy and action.

Juniper attributes the success of its communities to the continuous development of creative and innovative ways to serve its residents and families for nearly 20 years. Juniper has developed signature programs to provide high quality services driven by the company's core values of providing residents with dignity, independence, privacy and choice. Programs that provide the tools to understand and appreciate the aging process; enhance the well-being of residents and associates by encouraging an active body, an engaged mind and a fulfilled spirit; and residences that protect the environment using concepts of environmental sustainability.

Today, Juniper's operations are designed and managed to provide the finest quality personal service and exceptional care to foster healthy and independent lives for those who live and work in Juniper communities.

For more on the company, please visit www.junipercommunities.com.