

# The Commons' Not-for-Profit Structure

In December 2021, JustLiving Communities, a not-for-profit organization formerly known as New England Life Plan Communities (NELPC), became the new owner of The Commons in Lincoln. Benchmark Senior Living has managed The Commons since June 2013 and will continue under a long-term management contract.

## At a Glance: Understanding the Current Structure of The Commons

### **Ownership: JustLiving Communities**

JustLiving Communities was established in 2021 by a group of like-minded individuals who believe that not-for-profit ownership is best suited for continuing care retirement communities, such that the operations of these communities can be focused exclusively on exceptional service to the residents, both current and future, as well as being a strong community partner. The Commons in Lincoln was the first campus acquired by JustLiving Communities and converted to a not-for-profit and is its flagship community.

### **JustLiving Communities Mission**

JustLiving Communities is a leader and innovator of services for older adults, promoting transparency, inclusivity and community integration within a culture of social awareness, workforce equity and environmental stewardship.

### **JustLiving Communities Board of Directors**

The board brings significant industry experience in senior living operations, finance and architectural development. Reynaldo LeBlanc serves as the board CEO and board members Larry Bradshaw, Philippe Saad and Kathryn Brod are volunteers who provide governance, act as fiduciaries, direct strategy and ensure that the underlying communities of JustLiving Communities are providing strong and consistent service to their residents while maintaining financial stability.

### **Management Company: Benchmark Senior Living**

Benchmark was founded in 1997 by chairman and CEO Tom Grape. The private company is a leader in senior living throughout the Northeast, offering Independent Living, Assisted Living, Mind & Memory Care, Rehabilitation and Skilled Nursing care options in almost 70 communities across nine states. Benchmark communities recently earned 67 awards from U.S. News & World Report's Best Senior Living excellence program.

# Board of Directors

The JustLiving Communities board of directors governs The Commons in Lincoln and includes individuals who have played integral roles in ensuring the success and longevity of other not-for-profit communities. The board will oversee the community to ensure the management company meets the not-for-profit mission and performance goals.

## Meet the Board

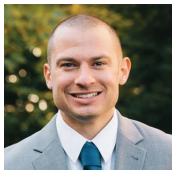


### **Larry Bradshaw—Chairman of the Board**

Larry has spent most of his career in the non-profit senior living space. He is the retired chief executive officer of National Lutheran Communities (NLC), a 125-year-old non-profit organization. NLC owns and operates five continuing care retirement communities (CCRCs) in Maryland and

provides other services to seniors. Prior to that, Larry was the chief financial officer at Asbury Senior Communities, also with headquarters in Maryland. Asbury owns nine CCRCs and senior communities in Maryland, Pennsylvania, Virginia and Tennessee.

As chairman of the board, Larry's role is to make sure the goals of growth and resident satisfaction are maintained. He believes working and investing in places like The Commons aligns with his mission and experience.



### **Reynaldo LeBlanc—Chief Executive Officer**

Former executive director of The Commons in Lincoln and now chief executive officer of JustLiving Communities, Reynaldo is responsible for the overall operational management and performance of each Life Plan Community across the JLC portfolio.

He ensures the consistent delivery of high-quality services and care across the full continuum. Reynaldo supports the growth of existing campuses and the development of new communities while maintaining a strong focus on compliance, resident satisfaction and team engagement.



### **Kathryn Brod—Director**

Kathryn's work in senior living has included financial management, research, marketing, human resources management and systems consulting.

Kathryn served as senior vice president/director of research at Ziegler, one of the nation's leading investment banking firms for non-profit senior living providers, where she led the firm's strategic senior living research for 13 years. She recently retired from her role as president and CEO of LeadingAge Ohio, a non-profit trade association serving an estimated 400,000 older adults and employing more than 35,000 persons across 150 Ohio towns and cities.



### **Philippe Saad—Secretary**

Philippe is a partner at Dimella Schaffer and has focused his career on design in senior living and multifamily residential markets for all income levels.

He is the co-founder of Project Q Communities and a founding board member of LGBTQ Senior Housing, Inc., which is developing New England's first LGBTQ-friendly senior housing. He is co-chair of the Design for Aging Knowledge Community at the Boston Society of Architects and is an MIT Age Lab affiliate. In 2021, Philippe was named a Design Champion by Environments of Aging and is a frequent speaker at LeadingAge, the Global Aging Network and Environments for Aging.