

September 19, 2017

Dear City of Brea Planning Commissioners,

Thank you for taking the time to review and consider the addition of the new Silverado Memory Care center in Brea, California. I applaud you in your proactive addition of care services for seniors and families in your community.

As a geriatric professional with over 20 years in senior health care and support, my vocation takes me to every corner of our nation and I can confirm the dire shortage of memory care communities and senior support. In my current role as National Vice President of Strategy and Development for Kindred Healthcare I have the pleasure of working with hospital administrators, skilled nursing executive committees and social workers from every geriatric health industry leader across the nation. Each of these organizations openly shares their concern as to the lack of professional memory care communities and the ever growing need for memory care services.

Silverado has proven to be a leader in the senior care industry and has championed for seniors suffering from memory impairment, both helping the individual senior and their family understand and prepare for the critical journey ahead. The data to support our growing need for memory care services is overwhelming, here are just a few supplied from The Alzheimer's Association:

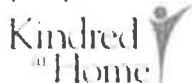
- **1-in-9 Americans over 65** has Alzheimer's disease.
- When the first wave of baby boomers reaches age 85 (in 2031), **it is projected** that more than **3 million people age 85 and older** will have Alzheimer's.
- **One-third of Americans over age 85** are afflicted with the illness.

Silverado is planning to support the citizens of Brea, California by being the local resource for all memory care needs. Families will have a direct access to one of the nation's top providers of memory care services in their immediate area and seniors will have a safe place to call home. Keeping families together and supporting their care journey with proper resources will be a benefit to the core Brea community, now and future.

Thank you for your consideration regarding the proposed Silverado Memory Care community. Best wishes to you and the families of Brea, California.



Carrie Coumbs
Vice President, Kindred Healthcare
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Robert M. Rosenberg, M.D.
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Brea Planning Commission
Brea Civic & Cultural Center
1 Civic Center Circle
Brea, California 92821

September 15, 2017

RE: Support for the Silverado Brea Development Project

Dear Sir or Madam:

As a long time resident and practicing physician in Brea and Fullerton, I am delighted to express my support for the Silverado Brea Development Project.

The anticipated Silverado Memory Care Community will provide a number of benefits to the City of Brea and its citizens. Brea is a growing community of young families, baby boomers and our treasured elder citizens. Those with Alzheimer's and other dementias function best when in a supportive creative living environment as provided at Silverado Communities.

Wouldn't it be ideal for Brea citizens who become afflicted with Alzheimer's to remain in their Brea Community, close to friends and family support? Wouldn't Brea achieve recognition for its embrace of the unique Silverado concept? Wouldn't all those Brea baby boomers who are challenged caring for their children and their parents be relieved to know that Brea welcomes their treasured family members? And wouldn't it be great to bring jobs and support for local small business to Brea by bringing workers who have dedicated themselves to caring for those with dementia? I think the answers are all, Yes.

Silverado has been lauded with countless awards for its quality and innovation in memory care, but let's see if we can count some of them. From Medicare, 5-STAR Rating, from the OC Register, Top Workplaces 2016, the 2016 Alzheimer's Association Corporate Award and the Hospice Action Network Advocacy Innovator Award.

Finally, the quality of such an enterprise must be a reflection of its leadership. Loren Shook, Silverado CEO, loves what he does. Bringing dignity and meaning to the lives and families of those with dementia is a challenge that Loren embraced at an early age, and his remarkable success reflects his values of caring for the most vulnerable. Brea has an opportunity to enhance the lives of its citizens and their families. Let's do this.

Thank you very much for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert M. Rosenberg". The signature is fluid and cursive, written over the printed name below it.

Robert M. Rosenberg, M.D.