



GRACE MGMT INC.
A CPF LIVING COMPANY

NEWS RELEASE

Date: Friday, June 3, 2022

Contact: Sarah Moriyama, National Director of Hospitality and Engagement, Grace Management, Inc. smoriyama@gracemanagement.com

Patty Luessenhop, Senior Vice President of Operations, Grace Management, Inc. pluessenhop@gracemanagement.com

FOR IMMEDIATE RELEASE

Grace Management, Inc. Welcomes New National Director of Hospitality and Engagement

Maple Grove, MN – June 3, 2022 — Grace Management, Inc.’s National Director of Hospitality and Engagement Sarah Moriyama has been appointed to prestigious Advisory Board for the Customer Experience Certificate Program at the University of California – Irvine, Division of Continuing Education.

The advisory board is comprised of esteemed hospitality professionals with diverse backgrounds and from different industries. The board mentors other professionals going through the Customer Experience Certificate Program. Advisory Board members present case studies, assist with the program in general, and ultimately shapes the curriculum for the program to ensure that it remains relevant and innovative.

“I am truly honored to be appointed to this Advisory Board and look forward to being a valuable resource to those involved in the program,” Moriyama said. “This is a wonderful opportunity for me to showcase the incredible work we are doing at Grace Management and learn from other industry leaders to continue to help us elevate the senior living experience.”

The Customer Experience Certificate Program guides professionals through techniques suited for addressing the needs and desires of today’s customers and explores the psychological aspect of a customers' experiences to generate deeper insights. Program participants learn to integrate strategies and methodologies to measure, evaluate, and improve the customer experience throughout their own organization.

As Grace Management’s National Director of Hospitality and Engagement, Moriyama provides support, inspiration, and training for hospitality and engagement to all of Grace Management,

Inc. senior living communities throughout the country.

Prior to joining Grace Management, Inc. Moriyama built a career with Disney elevating the customer experience. Moriyama has more than a decade of leadership experience working within the many facets of operations and hospitality. Moriyama earned her bachelor's degree in Fashion Merchandising from Kent State University and her MBA from Washington State University with a concentration in Hospitality.

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.GracemManagement.com.

#####



Grace Management, Inc.'s National Director of Hospitality and Engagement Sarah Moriyama has

been appointed to prestigious Advisory Board for the Customer Experience Certificate Program at the University of California – Irvine, Division of Continuing Education.



GRACE MGMT INC.

A CPF LIVING COMPANY

www.GraceManagement.com