

A FULL-SERVICE
SENIOR LIVING
MANAGEMENT
COMPANY





TABLE OF CONTENTS

Omega Senior Living
a full-service senior living management partner

| | |
|------------------------------------|-----------|
| A Message from Our Founder | 3 |
| Company History | 5 |
| Signature Programs | 6 |
| Memory Care Philosophy | 7 |
| Expertise & Service Solutions | 8 |
| Forward-Thinking Approach | 10 |
| Receiverships, REO and Foreclosure | 11 |
| Our Culture | 12 |
| Leadership | 14 |



A FOUNDATION OF INTEGRITY

A MESSAGE FROM CRAIG HANSON

FOUNDER, PRESIDENT AND CEO, OMEGA SENIOR LIVING

Integrity is the guiding compass and solid foundation of leadership from which all other decisions should be made. Integrity is not a given factor in every organization, but we believe it is one that is imperative to long term success and sustainability. It is a result of tested personal and professional character and the intentional decision to be relentlessly honest in our interactions with others, even when (especially when) it is most difficult to do so.



Integrity is also the resolve to keep congruency between our thoughts, words, and actions. Though by no means perfect, as leaders of Omega Senior Living, we try to model this and hold ourselves accountable to one another and our teams. We seek to deeply mesh this core value into the very fibers of our company culture.

We work diligently to develop and protect the trust that is an essential part of any healthy relationship, with our associates, residents and their families, service providers, and clients.

The highest standards of honesty and integrity will permeate all our business decisions and actions. We provide an atmosphere of respect, fairness, and trust by treating others as we would like to be treated. We will conduct our business in a manner that promotes transparency, encouraging open and honest discussions between all parties.

Craig D. Hanson



Craig Hanson



We have over 130 years of combined senior living management experience.

With over 131 years of combined senior living experience, Omega Senior Living has developed expertise in nearly every facet of senior living management.

We've partnered with senior living communities across the nation to fulfill each community's unique mission to create the best senior living experience possible for residents and employees.

We have a proven track record of excellence through our comprehensive portfolio of support services and expertise in managing Omega Senior Living communities.

Our commitment extends *beyond*
day-to-day management.



A HISTORY OF SUCCESS

We don't just manage properties, we build communities.

Omega Senior Living is built upon a legacy of excellence in property management, drawing from the rich experience of Weigand-Omega Management, Inc. With over four decades of diversified success across senior independent living, commercial properties, hospitality, and self-storage facilities, Omega Senior Living was established to specifically cater to the unique and evolving needs of the senior market.

Leveraging the solid foundation laid by Weigand-Omega, Omega Senior Living is dedicated to delivering exceptional care and services for seniors in Independent Living, Assisted Living, and Memory Care communities. Our commitment extends beyond day-to-day management; we focus on creating environments that enrich the lives of residents, staff, and families alike.

Our mission for each property is clear: increase occupancy, reduce turnover, and foster deep connections within the community. Through thoughtful engagement and educational opportunities, we position our leadership as trusted experts in senior living. At Omega Senior Living, we don't just manage properties—we build vibrant, thriving communities where seniors can flourish.



Bob Hanson
Chairman of the Board

Lynn Lavallee
Chief Operating Officer

Craig D. Hanson
Chief Executive Officer

While you can find our home office in the heart of America, our partnering communities can be found across the country. As of November 2024, Omega Senior Living is operating in Iowa, Kansas, Missouri, Nebraska, Oklahoma, and previously Louisiana. Consulting states include California, Florida, Georgia, Indiana, Michigan, and Ohio.



INNOVATIVE SIGNATURE PROGRAMS

At Omega Senior Living, we continually innovate and refine our Signature Programs to not only enhance the resident experience but to strategically align with our mission of increasing occupancy, reducing turnover, and fostering strong community connections.

Each program is carefully developed to address the evolving needs of our residents while providing measurable value to our properties. By consistently honing the effectiveness of these programs, we ensure that our communities remain vibrant, engaging, and highly sought after—ultimately driving long-term success for our investors.

OMEGA FLEX™

OmegaFlex™ is a customized exercise program designed to enhance residents' physical health and wellbeing. What makes it unique is its inclusivity—residents, family members, and even community participants can join in on the classes. This approach fosters a sense of connection while encouraging fitness at every level. By turning exercise into a communal activity, OmegaFlex™ helps build stronger bonds, promoting engagement across generations.

GREEN SOCK PROJECT™


Through our exclusive partnership with the National Institute for Dementia Education (NIDE), The Green Sock Project™ is an innovative outreach initiative focused on improving the lives of individuals with dementia. By fostering dementia-friendly environments within the broader medical field, this program raises awareness and enhances support—one pair of socks at a time.

THE MIND DIET

As a cornerstone of our wellness approach, the MIND Diet is designed to support brain health and lower the risk of Alzheimer's Disease. By focusing on brain-boosting foods rich in nutrients shown to slow cognitive decline and reduce inflammation, this program is seamlessly integrated into our community dining experience. Residents enjoy the benefits of improved neurological function and a reduced risk of Alzheimer's, making healthy eating an effortless part of their daily lives.

THE ADVENTURER'S PROGRAM

The Adventurer's Program for memory care residents shows that life with dementia can still be vibrant. Residents enjoy outings and cultural experiences while wearing signature shirts that alert the public they may behave differently. This simple approach creates understanding and allows residents to embrace new adventures with confidence.

A group of people, including an elderly man in a blue patterned shirt and a woman in a light blue shirt, are gathered around a birthday cake. They are all smiling and giving thumbs up. The cake is decorated with white frosting and chocolate shavings. The scene is set indoors, likely in a community room or dining area.

At Omega Senior Living,
innovation isn't optional.
It's essential.

MEMORY CARE PHILOSOPHY

Rewriting the narrative of what's possible in Memory Care

At Omega Senior Living, we don't follow trends—we set them. Our Memory Care program is built on a foundation of bold innovation, relentless dedication, and a commitment to lead the future of dementia care. Backed by cutting-edge research and our exclusive partnership with the National Institute for Dementia Education (NIDE), we don't just train our staff to meet expectations—we empower them to exceed them.

Our philosophy is simple: every resident deserves a care plan that's as unique as they are. From communication to dining, from life engagement to community design, we don't settle for a one-size-fits-all solution. Our personalized care plans are rooted in science, designed to elevate every aspect of a resident's life. It's not just about reducing stress or improving job satisfaction (though we do both). It's about transforming the way we think about dementia care.

We're leading the charge toward creating dementia-friendly environments where residents aren't confined by their diagnosis—they're liberated by our approach. Through the power of personalization, we're rewriting the narrative of what's possible in memory care.

BUILDING PARTNERSHIPS

COMPLEX NEEDS REQUIRE SPECIALIZED KNOWLEDGE.

At Omega Senior Living, we take pride in offering a comprehensive, in-house approach to property management and development. From operational strategies to financial management, our dedicated team ensures seamless integration and personalized service at every stage of the process. Whether you're looking to develop a new property or enhance an existing community, Omega Senior Living has the tools, expertise, and flexibility to meet your needs—all under one roof.

Property Expertise

- Independent Living Communities
- Assisted Living Communities
- Memory Care Communities
- Continuing Care Retirement
- New Construction
- Development Consulting
- Renovations
- Repositions
- Acquisitions
- Due Diligence Services
- Receiverships & REO
- Foreclosure Management

Service Solutions

- Management and Consulting Services
- Budget Development
- Associate Retention
- Recruiting and Selection
- Staff Development
- Sales and Marketing Strategies
- Graphic Design and Digital Marketing
- Quality Programming
- Expense Control
- Revenue Enhancement
- Census Development
- Information Technology



A WORTHWHILE INVESTMENT

WE INVEST IN PEOPLE, NOT JUST PROGRAMS

We understand that when you lift up a team, listen to their ideas, and support them throughout their career, they become loyal and passionate. That loyalty and passion translates to better customer service, increased satisfaction and lower turnover.

LEADERSHIP CONFERENCE

With team members spread throughout the country, we recognize that we're stronger as a whole. Our annual leadership conference brings together leadership teams from each community with nationally recognized speakers and experts to help facilitate ongoing education sessions.

RECRUITING TECHNOLOGY

We understand everyone is different. It's those differences that, when leveraged successfully, allow our teams to thrive. Using state-of-the-art technology, we are able to understand what motivates our current and perspective employees along with their learning styles. Using this information, we give our trainers a variety of tools and guides that help increase engagement, and retention.



FORWARD-THINKING APPROACH



The senior living industry is continually changing. And while that may seem like a burden to some, to us that change means new opportunities. We continually look inward to find inefficiencies and make changes to programs or services that are not producing positive results. Our team also keeps their fingers on the pulse of the industry, looking for new and innovative research, programs and services that can have a positive impact on any community.

Flexibility is key. We understand each community is different, with different needs and expectations. Having the ability to quickly review and implement a new program can be the difference between success and dismal results.



TECHNOLOGY

Using technology can truly transform the experience for any resident or family member but can also be leveraged for operational excellence. From interactive activity systems that family members can access to state-of-the-art recruiting and associate analysis tools, Omega Senior Living frequently looks for new technologies that can bring about positive change.

FEATURES & PROGRAMS

While many senior living communities are similar, it is the additional touches that allow Omega Senior Living to go the extra mile. Where available, features like dog parks, outdoor dog washing stations, large vegetable gardens, and entertainment areas, allow our communities to stand out amongst the competition.

MEMORY CARE

New innovations in Alzheimer's and dementia care are moving quickly. Working with the National Institute for Dementia Care, Omega Senior Living is board-certified, maintaining a strict set of ongoing standards and training. Beyond certification, we have implemented research-based programs using music, smells, colors and more – all of which go to help memory care residents experience a positive day.





RECEIVERSHIPS, REO, & FORECLOSURES

Omega Senior Living founder Craig Hanson assists real estate owners, lenders, and the court system in the management of distressed properties. Whether serving as a court-appointed receiver, a direct service provider for lenders, or a consensual receiver and property manager for opposing parties, our objective remains the same - to preserve and enhance the value of the asset, help alleviate potential liability, and assist our clients in accomplishing their objectives.

1000+

Receivership Units

Recognizable Clients:

Travelers Insurance ▪ 1st Saving Banc of Chicago ▪ Commerce Bank ▪ Lincoln National Life ▪ Wells Fargo Bank ▪ LNR Partners ▪ Mutual Benefit Life ▪ Coast Savings ▪ Bank IV ▪ Unum Life Company ▪ Prudential Life ▪ RMR ▪ Arcus ▪ Key Bank ▪ Harbor Capital

SEIZE THE OPPORTUNITY OF TROUBLED ASSETS.

Prior to being retained, properties can have extensive deferred maintenance and operational issues, low occupancies, and poor resident retention. Omega Senior Living's seasoned group of senior living management professionals have the expertise required to handle a variety of distressed real estate management and senior living operational situations, including protecting asset value during ongoing litigation. Our experienced operators will help you seize the opportunity with value added attention.

Regardless of the reason for the troubled asset, Omega Senior Living offers our services as part of the solution to a variety of potentially contentious real estate and operational situations.



TRANSFORMATIVE CULTURE

At Omega Senior Living, our culture isn't just a statement—it's the foundation of everything we do. We are a family-run business, guided by core values that prioritize integrity, teamwork, and genuine care for our people and communities. Our approach is simple: care for and empower our team members, residents, and clients, and the results will speak for themselves.



A Home Built on Trust

For us, community means family. Our commitment to Family and Community ensures that residents and their families feel at home, cared for, and heard. We create environments where relationships are nurtured, and each resident's unique needs are met with compassion and respect. Our team members are empowered with the resources they need to provide innovative care that enriches residents' lives. Families trust us to deliver not only top-tier care but to foster a place where their loved ones thrive.

The Heart of Our Success

At Omega Senior Living, we live by the belief that caring for our team members is the key to building strong communities. Our Team First approach means we invest in every associate's growth, offering pathways to leadership, promoting from within, and fostering an atmosphere of mutual support. We know that when our team members are empowered, their commitment to our residents and communities strengthens in return. We don't just talk about opportunity—we create it.





Innovation That Delivers

For our clients, Omega Senior Living offers more than management—we offer partnership. By embracing Innovation & Value Creation, we continually assess how we can create lasting value for the properties we manage. Our teams are trained to be forward-thinking, using cutting-edge practices to ensure that properties are not only well-managed but thriving in their local markets. Trust is built through consistent results, and we pride ourselves on delivering operational excellence that aligns with both the immediate and long-term goals of our clients.



OUR CORE VALUES

Our Core Values are what drives us. Our success is rooted in our culture, based on these values that bind us together.

Family & Community



Sensible Cost Management



Leadership



Be YOU-Nique



Respect



Innovation & Value Creation



Culture & Strategy



The Pursuit of Excellence



Honesty & Integrity



Team First



Humility



Specialized knowledge to turn challenges into successes.

Our experienced team of senior living executives understand the unique challenges that come with operating a senior living community successfully. We listen to our community partners so that we can advocate for the community and its residents. Benefit from a trusted voice to increase brand awareness, reach a wider audience, and serve the residents with the best care, services, and amenities that residents demand.

We have a strong knowledge of what current trends are affecting the industry and know how to provide the necessary expertise to support your community in delivering exceptional experiences to your residents.

**SERVING OTHERS,
ENRICHING LIVES.**



PIONEERING LEADERSHIP

When choosing a senior living management partner, the decision often hinges on the people that are involved with providing the service. With 131+ years of combined senior living expertise, we understand that complex needs require specialized knowledge.



CRAIG D. HANSON, CPM®, RPA

*Founder, President, and CEO
Omega Senior Living*

Craig Hanson, Founder, CEO and President, is a navigational leader that takes a vision and makes it reality through sound strategy and business culture development. He intuitively sees the threads of opportunity that wind through an organization, brings them together into a coherent whole, and drives culture and strategy to create material business advantages. Focusing on those that comprise it, he has been able to attract and retain top industry talent at all levels within the organization by helping create an environment where associates are valued, challenged, invested in, empowered, and held accountable.

Craig is a philanthropist and is the Founder and Chairman of the Board for My Neighbor's Keeper National Foundation. Craig believes that people, in general, want to be connected to something bigger than themselves, even at work, and has created the My Neighbor's Keeper initiative to surround associates that have encountered difficult life trials giving them hope and care, and to serve others with initiatives like *Bags of Blessings*, *Teacher's Dream List*, *Adopt-A-Senior*, and *Cupboards of Care* among others. He believes that in general, people are better versions of themselves when they take time to serve others.



PIONEERING LEADERSHIP



LYNN LAVALLEE

*Chief Operating Officer
Omega Senior Living*

Lynn Lavallee is the Chief Operating Officer at Omega Senior Living and brings over 20 years senior living strategic business and financial experience. She is responsible for leading the overall operations for over 500 associates, residents, guests and family members. Lynn's experience and laser focus advances one of the company's key values: innovation. She consistently pushes for innovation at the community level by spearheading initiatives that enhance operational efficiency, improve the resident experience, increase staff-resident interaction time, and substantially improve caregiver work environments.

Lynn's leadership has been instrumental in managing turnaround communities, sales and operations management, overseeing major capital projects, guiding properties through receiverships, and leading new builds and renovation efforts. Her experience ensures that Omega Senior Living consistently delivers results and remains at the forefront of the senior living industry. Beyond her operational expertise, Lynn's passion for dementia care is evident through her position on the National Institute for Dementia Care board. She integrates research-based, innovative care practices into Omega's communities, ensuring that they stay at the forefront of senior care. Lynn graduated with a Bachelor's Degree in Social Work. Lynn holds an Administrator's License in Kansas and Oklahoma.



ROBERT G. HANSON CPM®

*Chairman of the Board
Omega Senior Living*

Robert Hanson, Chairman of the Board of Omega Senior Living, first invested into senior living in the mid-1980s. Robert has managed senior living communities since 1976.

Bob graduated from the University of Kansas with a degree in Business Administration and received a Master's Degree in management from Wichita State University. He is a Certified Property Manager (CPM®) and a licensed real estate broker.



PIONEERING LEADERSHIP



ROD MARTIN

*Vice President of Information Technology
Omega Senior Living*

Rod Martin is the Vice President of Information Technology at Omega Senior Living, leading a team of IT professionals. With over 30 years of IT experience and more than 20 years in the senior living industry, Rod is a visionary leader driving innovation within the company. He holds a degree in Management Information Systems (MIS) and was instrumental in developing a senior living management software that integrates sales, operations, and billing.

Rod successfully brought all IT services in-house at Omega Senior Living, improving the company's technological efficiency. He now oversees IT products across all Omega communities, ensuring each operates with advanced technology that enhances resident care and operational effectiveness.



CHARLOTTE CLaar

*Human Resources Director,
Omega Senior Living*

Charlotte Claar brings over two decades of leadership experience in the senior living industry to her role as Human Resources Director at Omega Senior Living. Having joined the Omega team in 2024, Charlotte previously served as an administrator and director for Legend Senior Living™ for more than four years. Her extensive background also includes serving as the Executive Director at ResCare Community Living, where she led initiatives to enhance care and services for individuals with intellectual and developmental disabilities.

As a licensed Long Term Care Administrator (LNHA) with a unique foundation in animal science and business, Charlotte combines a compassionate, people-centered approach with strategic expertise. She is passionate about empowering teams and fostering a supportive work environment that reflects Omega Senior Living's commitment to innovation and excellence. Charlotte's leadership plays a vital role in ensuring Omega's team members feel valued, motivated, and aligned with the company's mission of redefining senior living with heart.



PIONEERING LEADERSHIP



LAURA GAMBLE

*Senior Accounting Manager
Omega Senior Living*

With over 25 years of accounting experience, Laura Gamble leads the financial operations for Omega Senior Living. She heads a team of specialists, ensuring all communities remain on budget, accounts receivable is managed effectively, and vendors are paid promptly. Laura implemented software solutions that streamlined accounting processes and significantly reduced manual tasks, driving efficiency across the board. Her leadership ensures financial transparency and accuracy, vital to Omega Senior Living's success.

Laura's expertise ensures that Omega Senior Living's properties operate with financial precision, maximizing profitability while maintaining fiscal accountability.



DR. JERRY GASTON

*Medical Director
Omega Senior Living*

Dr. Jerry Gaston earned his Doctor of Osteopathy from the University of Health Sciences in Kansas City and completed his surgical residency at the Philadelphia College of Osteopathic Medicine. He is board certified by the American Osteopathic Board of Surgery. With expertise in laparoscopy, complex abdominal wall hernias, endoscopy, and robotic surgery, Dr. Gaston continually enhances the quality of care within Omega Senior Living communities.



MILO M. UNRUH, JR

*Legal Counsel
Omega Senior Living*

A cum laude graduate of Kansas State University, Milo earned his Juris Doctor with honors from Washburn University of Topeka. Milo holds an "AV" rating from Martindale Hubbell, the highest distinction in the legal field. With expertise in corporate, business, real estate, estates, and employment law, Milo brings valuable legal guidance to Omega Senior Living's operations.



OUR SUPPORT TEAM

**SERVING OTHERS,
ENRICHING LIVES.**

Lyla Erwin
**Regional Director of
Operations**

Lacey Hughes
**Operations Support
Administrator**

Tammy Flaming
**Human Resources
Specialist**

Cannice Decker
Payroll Manager

Kim Dewerff
**IT Systems
Administrator**

Noah Berning
**IT Project
Coordinator**

Open
**Help Desk
Technician**

Sarah Trapp
**Digital Marketing
Specialist**

Kristen Vice
**Digital Marketing
Specialist**

Tammy Letourneau
**Senior Accounting
Manager**

Melissa Thomas
**Accounts Receivable
Specialist**

Camila Castillo
Accounts Payable

Pam Martin
Billing Specialist





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