

# NEWS RELEASE



## Touchmark on West Prospect

### **FOR IMMEDIATE RELEASE**

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### **Director of Business Development and Life Enrichment/Wellness Coordinator named at Touchmark.**

APPLETON, Wis.—Bobbie Thompson has been appointed director of Business Development, and Julie Buss will serve as the new Life Enrichment/Wellness coordinator of Touchmark on West Prospect. As director of Business Development, Thompson will visit businesses in the community, sharing information about Touchmark. Buss will work with residents to determine their interests, skills, strengths and needs as well as coordinate programs.

Thompson previously worked at Touchmark as the Life Enrichment/Wellness director. Prior to this position, she served as executive director with Integrity Christian Centre, where she developed operational structure, organized international leadership development events and coordinated volunteer groups for the organization. Thompson also held a position with Valley VNA Senior Services as vice president of Community Care services and director of business development. She holds a Bachelor of Science in Human Services and Education from the University of Wisconsin, Oshkosh. She has served as president of Women in Management and was named mentor of the year by the National Association for Women in Management.

Buss's professional background includes health care and working with older adults. Prior to her position at Touchmark, she worked as vice president, community liaison, director of education and program director of cognitive retention therapy with Las Vegas-based Care4Life.

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She also has served as a nurse liaison – admissions team hospital liaison with HospiceCare Inc., which is located in Madison, Wis., and as a client care coordinator with Valley VNA Senior Services. Buss holds a nursing degree from Fox Valley Technical College. She is certified as a qualified dementia care specialist by the Alzheimer’s Foundation of America.

Touchmark on West Prospect opened in 2001. The community offers resort-style retirement for adults 55-plus and is home to more than 120 people. The community offers a wide range of single-level homes, apartments and lifestyle options. For more information, visit [TouchmarkAppleton.com](http://TouchmarkAppleton.com) or call (920) 832-9100.

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