



WILKINSON DEVELOPMENT FUND I, LLC - PRODUCTION UPDATE

# Pace Quickens in Illinois for WD Fund I

## Sterling welcomes residents while Pekin and Washington officially break ground

New residents have now moved into the first Wilkinson Development Fund I senior care community and construction is underway on the fund's remaining two properties.

it starts the day we break ground and people are driving by. Sometimes contractors don't even put up a sign, which I never understood, because it's human nature to wonder what is being built."

have brought eight residents into the Sterling building and a total of 15 are expected to be settled in by the end of August.

In Pekin and Washington, construction of the remaining communities for



Although work was already underway, formal groundbreaking ceremonies took place in Pekin and Washington in July.

The company's first fund is now a team effort. Good Neighbor Care® (GNC) is leasing up the completed Sterling, IL community and both companies are launching marketing efforts as construction proceeds in Pekin and Washington, IL. GNC held official groundbreaking ceremonies in both towns and Wilkinson Development (WD) will also help familiarize Pekin and Washington citizens with the new communities, according to Doug Sproul, new WD president.

"One of the challenges I had while working for another senior housing developer was educating contractors that when an elderly lady walks through the door during the final phases of construction, we need to get out of her way," Mr. Sproul told a group of Fund I investors in Yakima, WA August 13. "We need to move things and let her look around. She needs to have some ownership in the new building. From a sales standpoint,

After holding a number of events in Sterling to introduce local citizens to the new building, GNC held the official grand opening and ribbon cutting ceremony on July 17, inviting city officials and other dignitaries, as well as the general public. More than 650 people attended, taking self-guided tours of the building and enjoying refreshments provided by Gary White, GNC's vice president of hospitality and dining services, and his team of chefs.

"It was very successful," Mr. Sproul reported during a recent investor event in Yakima to celebrate the opening. "I did 75 ground-up developments over a 13-year period. The most that ever attended one of our openings was 700 and we did that only once in a much larger market. About five percent of the population of Sterling attended our opening. That's a tremendous turnout."

Mr. Sproul reported that lease-up efforts

Well before Brown Construction completed the Sterling community in early June, GNC began marketing the community, ordering furnishings and otherwise laying the groundwork to transform the new building into a community of retired senior citizens.



Wilkinson Corporation founder and chairman Russ Wilkinson cuts the ribbon at grand opening ceremonies in Sterling.

WD Fund I is expected to benefit from efficiencies developed by the contractor on three previous communities, especially on the most recent Sterling project. Panelized walls being used on all three communities were prepared well in advance for the Pekin building and should help speed up the framing phase of that project.

In anticipation of the opening of both the Pekin and Washington communities in 2009, Kevin Carlin, vice president of development, accompanied by Gary White, vice president hospitality/dining services and Jessyca Lewis, corporate director of marketing, recently visited both towns. They formally joined the

chambers of commerce in both areas and each chamber coordinated and set up the official groundbreaking ceremonies for held July 22 in Washington and July 23 in Pekin. Present at both ceremonies were the mayors of each city, as well as other city officials and members of both chambers

“Michael Sparks, GNC’s regional manager for the two new communities, will begin attending networking events about once a month in both Pekin and Washington to get some initial relationships built and educate the community about GNC,” Mr. Carlin reports.

In addition to creating a local buzz in each city with the groundbreaking events and monthly visits, Kevin adds that he and Gary White will also spend several days visiting both Pekin and Washington in August to determine the best course of action for reaching targeted audiences in each market.

Residents at the new GNC community in Washington will never be far from medical attention if they need it. Right next door to the construction site is OSF Saint Clare Family Health Center, one of eight outpatient service centers affiliated with OSF St. Francis Medical Center, a major regional health center and children’s hospital in Peoria. The facility in Washington offers outpatient testing and a medical group with family practice, internal medicine and specialists in podiatry, surgery and urology. Pediatricians, obstetricians and gynecologists are also available for Washington’s younger crowd.

During their recent visit to Washington, Kevin, Gary and Jessyca met with a representative at OSF to begin getting acquainted and determine ways to partner with the medical professionals there.

“We will be providing them with brochures,” Kevin explains. “We also now have contact for OSF’s public relations department and will be communicating with them, as well. They are very excited to work with us.”



The newly completed *Good Neighbor Care of Sterling*, Fund I’s first community.

## WD Welcomes New President

*Senior housing construction expert joins the team*

Wilkinson Development, LLC has named Douglas Sproul as president to direct a growing list of senior housing development projects and lead the company forward into additional ventures.

His oversight of all business management and operations will include leading strategic planning and implementation and overseeing property acquisitions, joint venture and financing relationships. He will also oversee development standards, designs, specifications, construction management, and all other company activities.

Mr. Sproul joins Wilkinson Development with 13 years of experience in the senior housing industry, including marketing, operations, construction supervision, and development. Most recently he served as president and CEO of KDA Construction, Inc. of Salem, OR, a senior housing development company he launched in 1999 as an affiliate of Sunwest Management, Inc., one of the largest senior care firms in the nation.

At KDA, he actively managed all construction activity, renovations, remodeling and earthwork operations for 33 senior communities, becoming a licensed contractor in 19 states and working with state and local jurisdictions to meet permitting and licensing requirements

for clients. Prior to starting KDA, he spent five years at Sunwest, coordinating the development of 42 facilities. In 2007, he left KDA for a one-year period to return to Sunwest as senior vice president of sales and then senior vice president of operations.

The total value of the 75 senior housing communities Mr. Sproul personally oversaw at both KDA and Sunwest was nearly \$400 million. During the same period, he was also directly responsible for nearly 70 re-

model/renovation projects bringing nearly \$50 million in revenues to the company. When he joined Sunwest in 1995, the company had five senior care properties. When he resigned in 2008, the total was 285.

Doug is in the process of moving his family to the Yakima area.



Doug Sproul

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