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FOR IMMEDIATE RELEASE

Brian Schad, PCHA, LNHA, as the new Assistant Executive Director of Jenner's Pond

West Grove, Pa. - Aug. 17, 2026 - Simpson is pleased to announce the appointment of Brian Schad, PCHA, LNHA, as the new Assistant Executive Director of Jenner's Pond, Simpson's premier continuing care retirement community in West Grove, Pennsylvania.

Brian brings more than a decade of progressive leadership experience in senior living, including skilled nursing, personal care, memory care, and assisted living. Throughout his career, he has earned a reputation for cultivating strong teams, enhancing the resident experience, and leading communities to achieve operational excellence.

Most recently, Brian served as Executive Director of Woodbridge Place, where he led a culture centered on dignity, engagement, and care. Prior to that, he served as Executive Director at Traditions of Lansdale, where he successfully guided the transition of a newly acquired community, grew occupancy, expanded services, developed future leaders, and received accolades for his operational excellence.

Brian's leadership journey also includes serving as Assistant Administrator with Acts Retirement-Life Communities, where he oversaw quality assurance initiatives, regulatory compliance, resident engagement, and operational improvements across skilled nursing, memory care, and assisted living.

His foundation of service began in the United States Army's prestigious 101st Airborne Division (Air Assault), where he served as a Sergeant and Team Leader, developing the leadership, discipline, and commitment that continue to define his approach today.

As Administrator of Jenner's Pond, Brian will provide strategic leadership for the community's operations while supporting Simpson's mission of serving older adults with dignity, compassion, and excellence. His collaborative leadership style, passion for resident-centered care, and commitment to building engaged, high-performing teams make him an outstanding addition to the Jenner's Pond family.

"We are thrilled to welcome Brian to Jenner's Pond," said Brandom Logsdon, Executive Director. "His depth of experience, passion for serving older adults, and proven ability to

inspire teams align perfectly with Simpson's values. We are confident his leadership will strengthen our commitment to providing exceptional care and enriching the lives of our residents."

Please join us in extending a warm Simpson welcome to Brian as he begins this exciting new chapter at Jenner's Pond. We look forward to the vision, energy, and leadership he will bring to our residents, families, team members, and the surrounding community.