

NEWS Release



Waterford at Fairway Village

FOR IMMEDIATE RELEASE

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NEW SALES & MARKETING DIRECTOR JOINS WATERFORD AT FAIRWAY VILLAGE

(VANCOUVER, Wash.)—Kathleen Wyatt McInis has joined Waterford at Fairway Village as Sales & Marketing director. In this position, McInis will be responsible for overseeing all sales and marketing activities for the Independent Living, Assisted Living, Memory Care, and Home Care services.

McInis brings with her 20 years of experience in the retirement marketing field. Prior to joining Waterford, she served as the director of Marketing for The Springs at Clackamas Woods and Clackamas Woods Assisted Living in Milwaukie, Oregon. She also spent 10 years as Director of Marketing and Public Relations at Holladay Park Plaza, a Continuing Care Retirement Community in northeast Portland. Her background includes three years helping a retirement group develop a new venture as well as owning and operating two small wedding chapels in Portland.

Waterford at Fairway Village provides a broad range of services for active adults, including a health and fitness club, apartments and homes, assisted living, memory care, home care, and respite care. Opened in 1998, the Waterford is home to about 200 people.

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