



August 6, 2019

Mr. Terry Howard, Chief Executive Officer
Harmony Senior Services
Charleston, SC 29414

Dear Terry,

I am pleased to present to you this confidential proposal for a Wellness Program for Harmony Senior Services. Our August 1 exploratory conversation revealed very quickly how well-aligned we are in both our philosophy about the importance of wellness as we age and our business strategy to capitalize on the synergies available when we focus on employees, clients, and families together. Both are directly enhanced by a “never too early, never too late” approach to wellness and living with vitality. The above similarities alone give me great anticipation of a mutually beneficial relationship. My 15 years in corporate wellness for Marriott along with my 8 years of employee and resident wellness for Asbury Communities (15th largest CCRC in the U.S.) make me uniquely qualified for the specialty niche of meaningful wellness programs for all ages that leverage the relationships between generations and specifically employees, the older adults they serve, and families. *Inspiring Vitality* provides the same level of excellence that I brought to Marriott while earning the C. Everett Koop National Health Award for Worksite Wellness and to Asbury when under my leadership, my wellness team earned the International Council on Active Aging’s Innovator Award for our Brain Fitness Program as well as Asbury’s system-wide “Azzy Award” for “WOW: Working on Wellness”.

Please accept this proposal as a starting point for further discussion. I look forward to meeting with the Harmony Leadership Team to gain a deeper understanding of Harmony’s culture and goals so that we can together arrive at a strategy to perfectly meet your needs. You proposed meeting on a Friday, hopefully within 30 days. I am eager to schedule this exciting meeting. Due to the nature of my business, I will require reimbursement for travel and lodging for the trip as well as a mutually agreed-upon consultant fee. Please let me know if this is a barrier to continuing our conversation. During the month of August, I am available on Friday, August 16, which is quite close, but possible for me if it fits your schedule. Looking into September, I am available on September 20 and 27 and could make the September 13 work as well if needed. If you would like to consider a day other than a Friday, please let me know and I can check availability. Thank you again for this opportunity and I look forward to your thoughts moving forward.

Sincerely,



Cathy Richards, M.A.
Inspiring Vitality