



## **Northland Foundation Names Jim Marchetti as Managing Director of its Assisted Living Initiative**

(April 2008)



The Northland Foundation is pleased to announce the recent hire of Jim Marchetti to the position of Managing Director. Marchetti will head the Foundation's assisted living initiative, Northland Assisted Living, LLC.

Marchetti has more than 30 years of sales, marketing, and management experience including 20 years with the former Reach All Manufacturing in Duluth. In 1994, Marchetti helped to establish the highly successful Interim Healthcare franchise in Duluth, where he served as Business Development Director until the sale of the business in October 2007. Among his many achievements at Interim were the design, launch, and management of nine assisted living programs.

Marchetti will supervise ongoing operations for the Foundation's inaugural assisted living site, Northland Village in McGregor, Minn., as well as lead expansion into other communities across the region. A second Northland Village location is scheduled to open this fall in Buhl, Minn. The long-term vision of the Northland Foundation's Board of Trustees includes developing such high-quality, affordable senior housing in at least four more communities in northeastern Minnesota over the next 8-10 years.

"Jim not only has an impressive business background, but his approach to providing for older adults is a great fit as well," said Tom Renier, President of the Northland Foundation. "Seeing what he has accomplished in his work, and in talking with him, it quickly becomes clear that Jim is dedicated to making sure that older people have access to the excellent care and comfortable lifestyle they deserve."

The Northland Foundation entered the senior housing market in 2006 as a social enterprise venture. Social enterprise is defined as an earned-income strategy or business developed by a nonprofit in order to generate revenue to support the nonprofits' social mission. Assisting older adults to remain valued, active, and as independent as possible within their own communities has been a Foundation priority for more than 20 years. Providing high-quality yet affordable assisted living in rural northeastern Minnesota, which often has few such options for its older adults, is a natural extension of that long-time commitment.

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*Building a Strong Foundation for the Future of Our Region*