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For Immediate Release

The Pines at Davidson Appoints Vernon M. Baker To Serve As Its New President/CEO and Executive Director

Baker To Assume CEO Position on March 15, 2021

Davidson, NC. December 10, 2020 – The Board of Directors of The Pines at Davidson announced today that following a nationwide search, Mr. Vernon M. Baker will become the organization’s new President/CEO and Executive Director on March 15, 2021.

Baker has worked in the senior living industry for more than thirty years. Currently, he is Executive Vice President/Chief Operating Officer of Williamsburg Landing, Inc. in Williamsburg, VA, where he has served since June 2017. At Williamsburg Landing, he is one of three officers responsible for the overall operations and managing a \$35.6 million budget, 422 employees, and care for approximately 550 residents on a 152-acre campus. He participated in the organization’s \$43 million expansion and renovation of the Assisted Living Facility, Memory Support Home, Adult Day Center, as well as Health and Rehabilitation Center.

From 2002 to 2017, Baker was Administrator of Dogwood Village of Orange County, a senior living community in Orange, VA that provides long-term nursing care, rehabilitation services and assisted living. At Dogwood Village, he was responsible for overall operations, managed a \$17 million budget, renovated, and expanded the Health and Rehab Skilled Nursing beds and built a new Assisted Living facility. Prior to this, he served at American HealthCare, L.L.C. in Roanoke, VA, as Senior Vice President of Operations for one year where he oversaw operations for 18 facilities with 2,100 beds, 2,000 employees and a \$100 million budget and Regional Director of Operations for three years responsible for overseeing operations for nine facilities with 1,049 beds and approximately 1,000 employees. For three years, Baker was an Administrator at Eldercare Gardens in Charlottesville, VA, which is part of ServiceMaster Diversified Health Services in Memphis, TN. For nearly twenty years, he has served on the Board of Directors of the Virginia Health Care Association/Virginia Center for Assisted Living, most recently as Immediate Past Chairman from 2018 to 2019.

Baker is a graduate of Virginia Polytechnic Institute and State University, where he earned a Bachelor of Science in Education in 1987 and completed all course work for a Master of Science in Education.

The Pines is currently being led by Interim President/CEO and Executive Director Heather McKee, who began in this position on November 30, 2020. She will continue to direct the organization until Baker assumes the President/CEO and Executive Director role.

“With the opening of its new and renovated facilities in early 2021, The Pines is superbly positioned to meet the needs of residents for many years to come,” said Baker. He added, “The safety protocols put in place to meet the challenges of the COVID-19 epidemic reflect a deep commitment to protecting residents and staff. I am grateful for Ms. McKee’s leadership during this interim period, particularly given the construction process and challenges of 2020.”

“The Pines’ community is looking forward to welcoming Mr. Baker,” said Barb Neidinger, Chair of The Pines’ Board of Directors Executive Director Search Committee. “He brings a wealth of leadership experience, enthusiasm, and thoughtful consideration of resident needs.”

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About The Pines at Davidson

The Pines at Davidson was established through the efforts of members and friends of Davidson College Presbyterian Church and with the support of Davidson College. With approximately 380 residents, The Pines offers different levels of care: 250 Independent Living accommodations (apartments, cottages, and villas) as well as 30 Assisted Living and 51 Nursing Care private residences (including its neighborhood for residents with memory impairment). The Pines pays property taxes on its non-exempt property and, with respect to its tax-exempt property, makes annual voluntary contributions to the Town of Davidson (in excess of its property taxes) and to Mecklenburg County in appreciation of the many services it receives from local government. Fitch reaffirmed The Pines’ ‘BBB+’ rating with a stable outlook on October 30, 2020, despite the construction and financial challenges of the pandemic. Following the completion of the expansion project, The Pines will have 291 Independent Living residences as well as 30 Assisted Living and 75 Nursing Care private residences. www.thepinesatdavidson.org