



## CHARLES BLOOM

*Vice-Chairperson*

A World War II veteran sees the Washington D.C. memorials for the first time. A grateful employee accepts a backpack of badly needed children's school supplies. A resident gets to fulfill a long-held dream. For Charles, the passion to serve others and be part of the bigger picture is rooted in moments like those, hundreds of them over the course of his long-term care career.

After graduating with a Bachelor of Arts degree in business administration from Pacific Union College, his first job was in worker's compensation. But when he joined Marquis Companies in 1994 as a nursing home administrator-in-training, he knew he had found his calling.

Since then, he's been a nursing home and assisted living administrator, and has worked in rehab and pharmacy sales with Consonus Healthcare. As Marquis' vice president of marketing, he was responsible for identifying the innovative care delivery opportunities of the future, and brings that same vision and creativity to the Vital Life Foundation.

Charles is energized by what he sees as the organization's parallel mission--to not only help those with limited ability to help themselves, but to give facility residents outlets to experience the joy and renewed vitality that comes from giving back to their community. "In so many ways, I consider myself extremely fortunate, and feel I have an obligation to give a hand to those who haven't been," he says.

