

Aegis Living

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Aegis Living Names New Board Manager: Richard Tait

Redmond, WA (March 7th, 2016) Aegis Living, a leader in the assisted living industry announced today that Seattle entrepreneur and innovator Richard Tait has been appointed to the Aegis Living Board of Managers. Tait is probably best known as the co-creator of "Cranium", one of the fastest-selling board games in the world. But he's also an innovator with roots deep in the tech legacy of the Pacific Northwest.



Richard Tait is described by GeekWire as "One of the Seattle area's most accomplished entrepreneurs." He says his mother has early signs of dementia. "I see what Aegis Living CEO and Founder Dwayne Clark is doing at Aegis Living in his efforts to energize the brain and bring joy and enrichment to your residents. This resonates with my goals when I first came up with "Cranium." He says, "I saw a very curious mind at work in Dwayne and I saw overlap between what I had done and what Dwayne was doing through Aegis Living." Tait adds, "So when he asked me to join the board I felt undeserving, privileged and honored."

Tait started his career in 1992 at Microsoft. In the ten years with that software pioneer, he was a driving force in several waves of the company's technology evolution including, in-client servicing computing, CD Rom publishing and consumer web applications. After leaving Microsoft, he co-founded "Cranium" which grew to be one of the largest game companies in the world. He and co-founder Whit Alexander created "Cranium" in 1996. Next, Richard went to Starbucks to work with CEO Howard Schultz to implement a company-wide effort to bring healthier options into their stores. Most recently, Tait founded Boom Boom brands, a consumer product incubator that cofounded and launched Golazo Natural Sports Fuel, a top selling beverage. Tait also founded Simple & Crisp, a dehydrated fruit crisp chosen by Oprah as one of her "favorite things", and MakerWear, a crowd sourced apparel line that launched in 200 Target stores.

Aegis Living founder and CEO Dwayne Clark says "Richard's not only "Uber smart" but he comes from a company (Microsoft) with accelerated growth." Clark says, "Richard and fellow board manager Eddie Poplawski (owner of the Bellingham Bells baseball team, President of Barclay's Realty and Management Company and former Stanford University Athletic Board Member) really redefined the way their companies did business." Dwayne says, "Almost everything Richard has touched has turned to gold. He's always looking at ways to innovate. Both he and Eddie have the intelligence and brains that made their companies progressive." Dwayne says, "Almost everyone we have at Aegis Living comes to us from industries besides assisted living. It's this collaborative approach that makes us progressive.

Tait joins Aegis Living Board Managers Dwayne Clark, Jerry Meyer and Eddie Poplawski and Board Observers, Adam Clark and Ashley Rae.

More

[Aegis Living](#) is a national leader in retirement, assisted living and Alzheimer's care providing the finest in senior lifestyle emphasizing health, quality of life, well-being and community. Aegis Living is guided by a simple philosophy: We treat our residents as if they were our own family. Founded in 1997 and headquartered in Redmond, Washington privately held Aegis Living operates 29 communities in Washington, California and Nevada with 6 in development. Additional information about Aegis Living and its services are available at www.AegisLiving.com. Follow us on Twitter @aegisliving and Facebook at <http://www.facebook.com/AegisLiving> ###