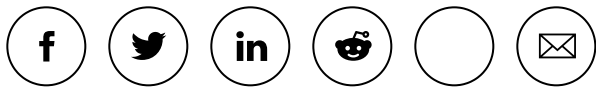


August 27, 2019

People in the news, Aug. 27



Presbyterian Homes of Georgia CEO retiring

Frank H. McElroy Jr. will retire as president and CEO of Presbyterian Homes of Georgia effective Jan. 31, he announced in an [Aug. 15 letter](#) posted on the organization's website.

He has served in a leadership role there since 1971.

"Following retirement a CEO and at the pleasure of the Board of Trustees and my successor, I will continue working in a fundraising capacity to assist with a successful conclusion of the Transforming Senior Living Capital Campaign," which may conclude at the end of 2020, he wrote.

Lifespace Communities names regional directors



Susan Bowser

Susan Bowser has joined Des Moines, IA-based [Lifespace Communities](#) as regional director of sales and marketing, and Rob Clark has joined the organization as regional director of operations.

Bowser will oversee sales initiatives, whereas Clark will be responsible for leadership, strategic planning and operations guidance for the organization's Texas-based communities — Edgemere in Dallas, The Stayton at Museum Way in Fort Worth, and Querencia at Barton Creek in Austin.

Bowser brings more than 18 years of senior living sales and marketing experience to her

role. Previously, she was regional sales manager for HumanGood, where she oversaw sales and marketing teams at nine retirement communities. She received an undergraduate degree in human services management from the University of Phoenix.

Clark has nearly 20 years of healthcare operations and investment experience in senior living and skilled nursing care, including time at Brookdale Senior Living and American Healthcare Investors. Most recently, he was vice president of asset management at Cascade Capital Group. He has an undergraduate degree in social work from Western Michigan University and an MBA from Michigan State University. He is a licensed nursing home administrator.



Rob Clark

Watermark at Napa Valley names executive, membership directors



Heidi Charette

Heidi Charette has been named executive director, and Karen Orlando has been named membership director at [The Watermark at Napa Valley](#) independent living, assisted living and memory care community scheduled to open next year.

Charette previously was executive director of Solstice Senior Living in Santa Rosa, CA. Her two decades of senior living managerial experience include general manager and administrator positions with Merrill

Gardens at Oceanside, Silverado Senior Living in Calabasas, Oakmont Management Group in Santa Rosa and other positions.

Before joining The Watermark at Napa Valley, Orlando was senior sales director for Spring Lake Village in Santa Rosa, CA. With seven years of senior living experience, she previously held marketing, sales and communications director positions with Oakmont Senior Living and Varenna at Fountaingrove, also in Santa Rosa, CA.

Gulf Coast Village appoints administrator for Palmview assisted living and memory support

Jackie Fair has been appointed administrator for Palmview, a 130,980-square-foot assisted living and memory care facility that is part of [Gulf Coast Village](#) continuing care retirement community in Cape Coral, FL.



Karen Orlando

Fair previously was an executive director at The LaSalle Group and was responsible for oversight of Autumn Leaves of Estero assisted living memory care community. Prior positions include executive director for Brookdale Senior Living, executive director and senior resident care director for Emeritus Senior Living, and health and wellness director for Brookdale.

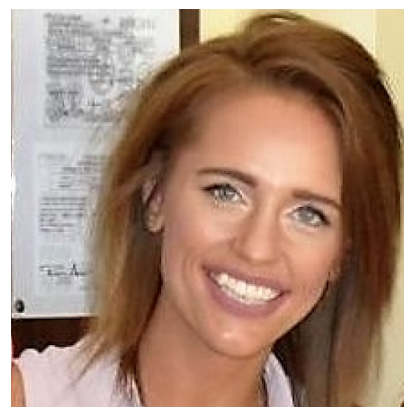
Fair earned an associate degree from Lorain County Community College, Lorain, OH, and became a licensed practical nurse after completing her studies at Central School of Practical Nursing in Ohio. She is credentialed through the National Council of Certified Dementia Practitioners and has completed advanced training and education through the Florida Department of Elder Affairs and Assisted Living Federation of America.

Cypress Cove appoints assisted living manager

Michelle Grunsted has been appointed assisted living manager at [Cypress Cove](#), a life plan community in Fort Myers, FL.

In her new role, Grunsted primarily is responsible for overseeing staffing, scheduling, programming and training of personnel at both The Inn assisted living facility and at The Cottage memory care facility.

Grunsted, who until recently was admissions coordinator at The Lodge, Cypress Cove's skilled nursing facility, holds a degree in healthcare administration and management. She also is a licensed practical nurse. Grunsted started her career with Cypress Cove working as a floor nurse at The Lodge.



Michelle Grunsted

Legacy Village at Park Regency names dining services director



Nicky Shelley

Nicky Shelley has been named dining services director of [Legacy Village at Park Regency](#), an assisted living and memory care community serving South Georgia.

In her new role, she will work to ensure that residents receive healthy and delicious meals via quality dining experiences.

A certified dietary manager, Shelley comes to the Legacy Village community with eight years of food service experience with senior living facilities. She received her culinary arts diploma and dietary management certification from Wiregrass Georgia Technical College.

Watercrest Senior Living Group promotes Jessica Desjarlais to office manager

Jessica Desjarlais has been promoted to family office manager at Vero Beach, FL-based [Watercrest Senior Living Group](#). In her new role, she oversees office systems, procedures and guidelines to improve efficiency in the corporate office while ensuring coordination with all of the senior living communities owned and operated by Watercrest Senior Living Group. Additionally, she will support human resources in recruitment, administration and onboarding while leading local job fairs for Watercrest in Indian River and St. Lucie counties.



Jessica Desjarlais

Desjarlais brings almost 10 years of customer service and healthcare related experience to Watercrest, including the completion of two associate degrees and her CNA certification. She first joined the Watercrest St. Lucie West team as concierge before being recruited to the office in Vero Beach. She is pursuing her bachelor's degree in healthcare management.

Former A Place for Mom CEO Sean Kell named CEO of Blue Nile



Sean Kell

Sean Kell, former CEO of A Place for Mom, has been named CEO of Seattle-based [Blue Nile](#), an online retailer of certified diamonds and fine jewelry.

Kell brings nearly 20 years of executive leadership in ecommerce, digital innovation, brand marketing, call center operations and product management across organizations such as Expedia, [Hotels.com](#) and Starbucks in addition to A Place for Mom.

At Blue Nile, he succeeds Eric Anderson, who had been the company's interim CEO since January.

Kell has an MBA from the University of Chicago and an undergraduate degree from the University of Southern California.

Aloe Care Health hires Bern Terry to drive strategic partnerships

Bern Terry has been hired by [Aloe Care Health](#) to drive strategic partnerships. Currently in beta phase, Aloe Care recently began accepting pre-orders nationally for its wearable-free communication and safety solution. Under Terry's purview, several home care and assisted living providers serving more than 850,000 families are working with Aloe Care, according to the company.

Terry previously was the business development lead and regional vice president for Philips Lifeline. He also is the former head of healthcare partnerships at CareLinx (acquired by Generali Global Assistance), where he worked with large health systems and senior living and rehabilitation providers.

Empire Underwriters announces expansion of property and casualty department

[Empire Underwriters](#) has expanded its property and casualty department following company's growth in insurance underwriting, marketing and producer support. The company offers coverage ranging from general liability to property and package, staffing, in-home care and assisted living along with construction markets and programs.

Casey Blankinship and Sheri Gagnon have joined the staff dedicated to property and casualty accounts. Operations are still headed up by Hugo Soltero, Empire's vice president for property and casualty.

Send personnel news to Senior Editor [Lois A. Bowers](#). Please include a high-quality color photo.

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