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People in the news, Feb. 21

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Patrick Crump new president and CEO of Morningside Ministries

Patrick Crump has been named president and CEO of San Antonio-based [Morningside Ministries Senior Living Communities](#). He succeeds [Alvin Loewenberg](#), who retired.

In his new role, Crump will oversee the operations of Morningside Ministries' three senior living campuses, which offer retirement and assisted living, memory care, skilled nursing and rehabilitation services in San Antonio and Boerne, TX.

Crump joins Morningside Ministries with 20 years of experience in long-term care. He most recently served as the vice president of operations for Buckner Retirement Services in Dallas and president of Baptist Memorials Ministries, a subsidiary of Buckner Retirement Services. He holds an undergraduate degree in business administration and a master's degree in gerontology from Baylor University.



Patrick Crump

Crump is chairman of the board of LeadingAge Texas as well as a member of the LeadingAge National House of Delegates. He also has served on the boards of the Grief and Loss Center of North Texas, the San Angelo Chamber of Commerce, the Rotary Club of San Angelo and the Baylor Alumni Association.

Bradley Kraus named president and chief operating officer of Spectrum Retirement

[Spectrum Retirement](#) co-founders Jeffrey Kraus and John Sevo have named Kraus' son, Bradley, as president and chief operating officer.

Bradley Kraus has worked for the Denver-based company for four years, most recently in the role of senior vice president of business development. In his new role, he will be responsible for overseeing all facets of Spectrum Retirement's day-to-day operations, including 33 senior living communities in 12 states that employ more than 2,600 people.

Sevo and Jeffrey Kraus will continue to serve in their dual roles of managing directors and CEOs of Spectrum Retirement and its development arm, Spectrum Acquisition Partners, respectively.

Bradley Kraus is a graduate of the Cornell University School of Hotel Administration. Before joining Spectrum, he was a senior associate in the real estate practice of Cerberus Capital Management. He began his career as an analyst at Morgan Stanley, working in the real estate investment banking and real estate private equity groups.

Wendy Schrag named Touchmark's vice president of clinical services

Wendy Schrag, RN-BC, has been named to the new position of vice president of clinical services at Portland, OR-based [Touchmark](#). In her new role, she is responsible for ensuring that the company's clinical services are in compliance with all



state and federal guidelines.

Schrag began her Touchmark career as the memory care manager for Touchmark at All-Saints in Sioux Falls, SD, a position she held for 10 years. She also has been trained as an Alzheimer's Association support group facilitator and assists family members who provide care to loved ones living with Alzheimer's disease and other age-related dementias.

Schrag earned two undergraduate degrees (in nursing and behavioral science) and had a minor in gerontology. She is board-certified in geriatrics and is a Best Friends Master Trainer. All Touchmark communities are certified Best Friends environments that use the person-centered approach to care for people with dementia.

Schrag also has completed the eight courses and requisite testing to earn the designation of certified cognitive stimulation instructor.

Touchmark has 11 retirement communities in eight states and a Canadian province. Two more communities are under construction in the United States, including Touchmark in the West Hills in Portland, scheduled to open early 2018.

Gary Anderson promoted to chief operating officer of Lutheran Senior Services



Gary Anderson has been promoted to chief operating officer of St. Louis-based **Lutheran Senior Services**.

He will be responsible for the operations of nine continuing care retirement / life plan communities, one assisted living community, 11 affordable housing locations and a comprehensive range of home and community-based services spanning two states and serving more than 11,000 older adults annually.

Previously, Anderson was vice president of clinical effectiveness and chief nursing officer at Lutheran Senior Services, a position he held since he joined the company in November 2014.

“Gary's forward and innovative thinking in the delivery and navigation of clinical and post-acute care services has helped us establish an industry-leading system of measuring quality metrics for our care centers and assisted living services through the development of the Lutheran Senior Services Practice and Operations Index,” said John Kotovsky, president and CEO of Lutheran Senior Services. “This has improved the quality of our care for our residents while reducing lengths of stay and hospital readmission rates for our short-stay rehabilitation guests, all of which we can now communicate to our healthcare partners. In addition, Gary's efforts have helped reduce Medicare spending by more than \$1.7 million over the past year in the Model 3 Post-Acute Care bundled payments program.”

Anderson has more than 30 years of experience in healthcare, starting as a staff nurse, before holding senior leadership and operational positions for several prominent organizations such as Sutter Health in California, St. Anthony's Medical Center and SSM DePaul Health Center in St. Louis. Before joining Lutheran Senior Services, he was the senior vice president for Advanced ICU Care, a national telemedicine service. He has an undergraduate degree in nursing from Webster University and a master's degree in health administration from the University of Missouri-Columbia.

Anderson began his professional nursing education at the Lutheran School of Nursing in St. Louis. He is a member of the Leadership Council for the University of Missouri – St. Louis School of Nursing.

Geri Brooks named vice president of integrated health care systems at The Ambassador Scarsdale

Geri Brooks has been named vice president of integrated health care systems at **The Ambassador Scarsdale**, an assisted living community in White Plains, NY.

In her new role, Brooks will help employees embrace quality and continuous process improvement initiatives and will collaborate with other organizations to meet community needs. She also will focus on healthcare challenges in the assisted living arena and develop strategies to meet the changing landscape.

Brooks is a New York state-licensed nurse practitioner with more than 25 years of experience in the healthcare field, receiving her master's degree in nursing from Pace University. She formerly was director of senior services at White Plains Hospital, where she was employed for more than 30 years.

Brooks has experience in implementing hospice palliative care and dementia education training in nursing home and home care settings. She is a board member of the Alzheimer's Association of Hudson Valley and Visiting Nurse Services in Westchester, a professional advisory member of Hospice of Westchester, chairwoman of the Caregivers Collaborative, and board member / secretary of the Westchester Public/Private Partnership for Aging Services.

Located on seven acres, The Ambassador of Scarsdale has 95 studio, one- and two-bedroom assisted living apartments. It also offers the Kindred Memory Program, situated in a separate wing with its own enclosed gardens, featuring 22 suites.

Kim Hynek named chief information officer of Norterre



Kim Hynek has been named chief information officer of **Norterre**, a Liberty, MO, residential neighborhood where different generations will live together, and chief financial officer of Action Pact, one of the partners of the project.

Hynek has more than 25 years of experience in operations, development and financing of senior living and healthcare. She will assist the Norterre project team with resource management, technology strategy, development and budgeting.

Hynek has an undergraduate degree from Friends University and an MBA from Baker University.

The first phase of the 17-acre master-planned community will debut in late summer with a 65,000-square-foot health and wellness center that will be open to the public, 60 assisted living residences with 20 dedicated to assisted living memory support, 20 long-term care residences and 40 short-term stay suites for individuals of all ages going through rehabilitation, as well as retail, child care and dining. Construction of the second phase is planned to follow immediately, with independent living and non-age-specific housing options.

Norterre will feature housing that follows the Household Model developed by Action Pact, led by Steve Shields and LaVrene Norton. Norterre is the result of a partnership between Action Pact, Liberty Hospital and Healthy Living Centers of America.

Christy Skinner named director of operations at Watercrest Senior Living Group



Christy Skinner has been named director of operations at Vero Beach, FL-based **Watercrest Senior Living Group**. As director of operations, she will guide operational strategies and ensure Watercrest **Platinum Standards** are implemented in the startup of new communities across the southeast.

Skinner brings 17 years of senior living experience to her newly created role, having served as an award-winning executive director in independent living, assisted living and memory care for multiple organizations.

Jason M.C. O'Higgins named national director of sales at Anthem Memory Care



Jason M.C. O'Higgins has been appointed national director of sales at **Anthem Memory Care**. He will handle training, coaching, processes and other sales operations responsibilities for the company.

Previously, O'Higgins served as executive director for Sunrise Senior Living in St. Charles, IL. He has held regional management positions in sales, marketing, business development and community relations for Autumn Leaves, Addus Healthcare and Sunrise Senior Living. A certified dementia practitioner, O'Higgins graduated from Minnesota State College Southeast.

Lake Oswego, OR-based Anthem currently operates 10 dementia care communities in California, Colorado, Illinois and Kansas, with two more in development or construction.

Doug Vocelle rejoins Juniper Communities as regional director of operations



Doug Vocelle has rejoined the **Juniper Communities** leadership team after departing for eight years due to a family relocation.

Formerly, Vocelle oversaw marketing at the corporate level. He now will be the regional director of operations and in charge of the Florida senior living communities located in Naples and Cape Coral, FL.

In addition to his responsibilities overseeing operations in Florida, Vocelle also will be responsible for implementing components of Juniper's Connect4Life program, through which onsite medical care is available to residents. He will assist with developing the relationship and work flow between the two Juniper properties and Redwood Health Partners.

In Vocelle's absence, in addition to Connect4Life, Juniper has implemented a dementia care program known as Wellspring Memory Care, a comprehensive electronic health records system, an integrated connections and activities program referred to as Alive in All Seasons and other programs

The privately held, New Jersey-based company owns and operates independent living, assisted living, memory care and skilled nursing homes. It was established in 1988 and concentrates its operations in Colorado, Florida, New Jersey and Pennsylvania.

Nora O'Brien named new head of Willow Gardens Memory Care



Nora O'Brien, PT, DPT, has been named executive director of **Willow Gardens Memory Care**, a 51-bed assisted living facility in New Rochelle, NY, dedicated exclusively to caring for those with memory impairment. She will oversee the operations of Willow Gardens and manage the specially trained staff.

O'Brien will continue to serve as executive director of **Willow Towers Assisted Living**. Both residences are located on United Hebrew of New Rochelle's 7.5-acre Campus of Comprehensive Care, where O'Brien has worked for more than a decade. She served as director of Burke Rehabilitation at United Hebrew for nine years and as a physical therapist at Burke Rehabilitation Hospital for 21 years.

O'Brien earned an undergraduate degree in physical therapy at New York University and a doctorate in physical therapy from Dominican College of Blauvelt. In addition to her work at United Hebrew, she has served as an adjunct faculty member at New York Medical College and as a consultant for Hospice and Palliative Care of Westchester.

Berkeley Oaks names general manager, director of community relations

Berkeley Oaks, a 48-apartment, four-cottage memory care community in Williamsburg, VA, set to open in April, has named a general manager and a director of community relations.



As general manager, Ashley F. Jones will be responsible for overall leadership and daily operations. She has more than eight years of experience in senior living in a variety of settings, including independent living, assisted living and long-term care. Before her appointment at Berkeley Oaks, she was resident relations director for Kisco Senior Living's First Colonial Inn in Virginia Beach, VA.

Jones is a licensed nursing home administrator and holds an undergraduate degree in healthcare administration and sociology from Mary Baldwin University.

Fred Kricher, new director of community relations, brings eight years of experience in memory care. Before joining Berkeley Oaks, he was marketing manager for Riverside Health Systems' Patriots Colony in Williamsburg, VA.

Kricher holds an undergraduate degree in political science with a business minor from Indiana University in Indiana, PA.

The community is managed by Solvere Senior Living and majority owned by WM Daugherty & Co LLC through WMD Jamestown Members LLC. Solvere Senior Living has management contracts with communities in seven states, including Indiana, Maryland, New Jersey, New York, Texas, Virginia and West Virginia.



Jesse Sias named executive director of SQLC's Barrington of Carmel



Jesse Sias has been named executive director of **The Barrington of Carmel**, a Senior Quality Lifestyles Corp. senior living community in Carmel, IN.

Previously, Sias was associate executive director of The Buckingham, an SQLC retirement community in Houston, where he was responsible for overseeing the day-to-day operations of The Plaza, the community's health services neighborhood.

Sias has more than 20 years of experience as an administrator in healthcare and skilled nursing communities.

SQLC operates a total of six communities in Texas and Indiana. The Barrington of Carmel is situated on a 19-acre campus and includes 134 independent living apartment homes with amenities and The Plaza at The Barrington, which provides include assisted living, memory support, skilled nursing and rehabilitation. The Barrington of Carmel is the only Masterpiece Living community in Indiana.

Efrat Ingram, Miriam Lewis named wellness coordinators at Hebrew SeniorLife

Efrat “Effie” Ingram and Miriam “Mimi” Lewis have been hired as wellness coordinators as Hebrew SeniorLife in Massachusetts tests a model of housing with supportive services that it says could improve quality of life and reduce medical costs for older adults living in affordable housing.

The “Right Care, Right Place, Right Time: Effectively Integrating Senior Care and Housing” initiative, funded with a \$420,000 grant from the Massachusetts Health Policy Commission and \$480,000 from other sources, will try to determine whether wellness teams embedded at supportive housing communities offer a more coordinated approach to anticipating and responding to resident needs.

Ingram and Lewis will be part of the larger wellness teams that will direct relationships with healthcare providers, educated and promote residents in self-directed care and enhance community connections. Ingram will work at **Center Communities of Brookline**, and Lewis will work at **Simon C. Fireman Community**.



Ingram comes to Hebrew SeniorLife from the Boston Commission on Affairs of the Elderly, where she worked in the property tax work-off program. She holds an undergraduate degree in behavioral sciences from the Ruppin Academic Center in Israel and a master's degree in social work from Boston College.

Lewis comes to Hebrew SeniorLife from JFCS of Greater Philadelphia, where she was an older adult social worker and community engagement coordinator. She has an undergraduate degree in religious studies from Yale University and a master's degree in social work from the University of Pennsylvania.



[Click here](#) for more information about the initiative.

Peconic Landing assisted living administrator joins Alzheimer's Association board

Jennifer Ackroyd, assisted living administrator and assistant administrator of skilled nursing at **Peconic Landing** in Greenport, NY, has joined the board of directors for the Alzheimer's Association Long Island Chapter.



Ackroyd is a licensed nursing home administrator with a master's degree in healthcare administration from Ohio University in Athens, OH. She is a certified dementia practitioner and a certified trainer for dementia capable care as well as EssentiALZ-certified by the Alzheimer's Association.

As Peconic Landing's assisted living administrator, Ackroyd helped open Harbor South at Peconic Landing, a memory support neighborhood. She led training efforts for the neighborhood care team and works with providers to create new methods of improving the lives of members living with Alzheimer's disease and dementia.

In her board position, Ackroyd will advocate for individuals affected by dementia at local and state levels. She also will work with families across Long Island who are affected by the cognitive disease and will promote the importance of brain health to help reduce the risk of dementia for future generations.

Experienced senior living executives launch Senior Source Consulting Group

Amy McKinley and Libby Lauer have launched a new venture, [Senior Source Consulting Group](#), in Tampa, FL.

Senior Source offers customized sales and marketing services such as mystery shopping, market research, competitor analysis, resident and customer engagement strategies, sales training and coaching, social media strategy development, business development planning, executive search services, sales and marketing plan development, and website usability studies for senior living organizations across the United States. A complimentary gap analysis is used to help organizations define performance gaps.

“Senior Source was founded to focus on senior living communities and directly drive occupancy and sales results utilizing business intelligence, data and other quantitative and qualitative analysis,” McKinley said. “We are proud to bring our years of expertise to the marketplace in an effort to break stereotypes and truly impact the bottom line for communities across the United States.”



McKinley, co-founder and CEO, has more than 31 years of experience as a sales leader, trainer or coach. Over the years, she has worked with more than 200 teams and hundreds of individuals.

Lauer, co-founder and COO, has more than 25 years of marketing and sales experience in for-profit and not-for-profit assisted living, memory care and continuing care retirement / life plan communities in the Southeast and Mid-Atlantic regions. Her experience includes marketing management, sales and sales management, effective customer relationship management utilization, community relations and business development, event planning and overall development

of creative and strategic marketing initiatives.



Jefferson's Ferry's Kaylin Peterson named to 40 under 40 list



Kaylin Peterson, director of philanthropy at [Jefferson's Ferry Foundation](#) in South Setauket, NY, recently was recognized on the 40 Under 40 list published by the Long Island Business News. A total of 180 nominations had been submitted.

“Kaylin's leadership qualities and skills are evident in her growth with our organization,” said Robert E. Caulfield, president and CEO of Jefferson's Ferry, who nominated Peterson. “Her enthusiasm and drive have advanced the success and mission of the Jefferson's Ferry Foundation. She is truly an asset to our organization and others she serves and she is extremely worthy of this award.”

Peterson manages all fundraising activities for the foundation, from its annual major fundraiser, Monte Carlo Night, to individual donations and pledges, the promotion of matching gift programs and the development of marketing materials. Monies raised through Monte Carlo Night have contributed to the relocation and construction of Jefferson's Ferry's Healthy Living Center and fund the Jefferson's Ferry's Resident Assistance Fund, which covers the monthly fees of residents who have outlived their assets or experience an unanticipated financial need.

Peterson is a member and sergeant-at-arms of the Stony Brook Rotary Club and with the club, volunteers for Habitat for Humanity and Camp-Pa-Qua-tuck, which serves people with disabilities. With her colleagues at Jefferson's Ferry, she volunteers at the Welcome INN Soup Kitchen, preparing and serving meals and helping with cleanup.

As a member of the Association of Fundraising Professionals, Peterson attends educational sessions on various topics in philanthropy and participates in its Mentor Express program and its annual Philanthropy Day, a daylong seminar on various topics pertaining to philanthropy.

Before joining Jefferson's Ferry, Peterson worked in the development office of the Leslie Munzer Neurological Institute. She has an undergraduate degree in psychology from t. Joseph's College and earned a certificate in not-for-profit management at Hofstra University.

SCAN Group appoints Christobel E. Selecky and Linda Rosenstock, MD, to board of directors

Long Beach, CA-based **SCAN Group** has appointed two new board members, Christobel E. Selecky and Linda Rosenstock, M.D., M.P.H.

Selecky will serve on the board's finance and compensation committees, and Rosenstock will join both the audit and compliance committee and the quality and customer experience committee.

Selecky has more than 30 years of experience within the healthcare industry. Through her independent consultancy, Population Health Strategies, she helps management teams, companies and healthcare investors improve patient engagement, population health outcomes and healthcare cost management. She serves on the boards of directors for corporate and not-for-profit organizations, including Teleperformance, Satellite Healthcare and Verity Health Systems.

Rosenstock, a former dean of the UCLA Fielding School of Public Health and a current professor at the university, also previously served as the director of the National Institute for Occupational Safety and Health, an adviser to the World Health Organization, chairwoman of the United Auto Workers/General Motors Occupational Health Advisory Board and chairwoman of the Association of Schools of Public Health. She is a recipient of the Presidential Distinguished Executive Rank Award; was appointed by President Barack Obama to the Advisory Group on Prevention, Health Promotion and Integrative Public Health; and is an honorary fellow of the Royal College of Physicians and a member of the National Academy of Sciences' Institute of Medicine.

KAI Design & Build hires Karen Huntington as project coordinator



KAI Design & Build has hired Karen Huntington as project coordinator/administrative assistant.

With 20 years of industry experience, Huntington comes to KAI Design & Build from HBE Corp. in St. Louis, where she was a benefits manager. She also is a notary public.

In her position, Huntington will be responsible for organizing and prioritizing clerical tasks for the project teams. She also will assist the project managers and project architects with AIA documents, specifications, expense reports and other documents.

She has an associate's degree in AAS computers and networking from Jefferson College in Hillsboro, MO.

*Send personnel news to Senior Editor **Lois A. Bowers**. Please include a photo.*

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