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SENIOR LIVING
 News, perspective and analysis



Meredith Beirne

June 12, 2018

People in the news, June 12

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Siân Stevens named COO of Caledonia Senior Living

Siân Stevens has been named chief operating officer of the Scottish Home and
 Caledonia Senior Living, a leading provider of care, in
 Scotland, to help stabilize the organization's operations.

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residency at Carroll Lutheran Village, which includes facilities, dining, resident life, social work, chaplaincy, skilled nursing, assisted living and rehabilitation.



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Siân Stevens

cord of driving occupancy, bringing positive change
 The COO is a new role for our organization. It puts
 ctful position of leadership.”

continuing care retirement community in Westminster,

living, assisted living and skilled care levels of



Henry brings nearly 30 years of experience in senior living administration and has been a licensed nursing home administrator since 1990. He joined Carroll Lutheran Village in 2015 as the administrator of the Health Care Center and Diven House for assisted living.

He holds a Master in Health Services Administration degree from George Washington University.

Maplewood Senior Living announces new directors

Maplewood Senior Living in Newtown, CT, has announced Laurie Lofgren as executive director and Lauren Stowell as community relations director.

As executive director, Lofgren will provide leadership and oversee day-to-day operations, including the planning, development, implementation, evaluation and improvement of program services, management of staff and the delivery of services to residents and their families.

Lofgren is state-licensed and certified by the Centers for Medicare & Medicaid Services to provide home health services, including nursing, physical therapy, occupational therapy, speech therapy, medical social work and homemaker home health.

In her new role as community relations director, Stowell will assist families directly in selecting living options and will act as a community resource for those in need of senior living planning.

Stowell brings more than 10 years of experience in the healthcare and senior living industry and is a certified dementia practitioner. She holds a degree in science recreation and leisure studies and is pursuing a secondary degree in gerontology.

“Our goal is for the residents to thrive and lead fulfilled lives, and this requires listening to them and customizing their experience to fit their unique requirements,” Stowell said.

Ursula Margazano named executive director of Gifford Retirement Community and administrator of Menig Nursing Home



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Margazano has a nursing license in Technology.

Lori Pietsch

Lori Pietsch began her career in

Pietsch worked for Primros

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Ursula Margazano is the executive director of Gifford Retirement Community and administrator of Menig Nursing Home in Vermont.

She oversees various programs and services to support and meet the needs of

Ursula Margazano has her own professional experience in Vermont to the role. She previously worked in rehabilitation and Nursing in Barre, executive director of Menig Nursing Home, administrator of Haven Health Center of Rutland. She was previously a community relations director of Berlin Health and Rehabilitation Center. She was named Best of the Year in 2015.

Ursula Margazano completed an administrator-in-training internship before earning her master's degree in health services administration from SUNY Institute of Technology.

Community

Ursula Margazano is the executive director of Gifford Retirement Community in Mankato, MN. In her new role, which will be a significant challenge.

Ursula Margazano has her own professional experience in the healthcare industry and previously was the sales director at Mankato State University.

Leann Thrapp named executive director of home health and hospice at WesleyLife



Leann Thrapp has been named executive director of home health and hospice at WesleyLife in Johnston, IA.

She previously was administrator of Heartland Hospice in Northbrook, IL, and regional director of nursing for Kaplan Higher Education in Chicago. She also has served as a member of the University of Phoenix faculty in Arizona and California and as director of health sciences and special projects for Corinthian Colleges in Santa Ana, CA.

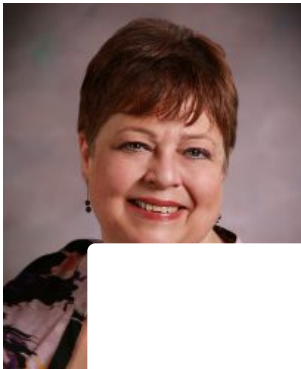
Thrapp most recently was the director of home and senior services at Mercy Medical Center in Cedar Rapids, IA, where she was responsible for all aspects of business for inpatient rehabilitation, transitional care, palliative and hospice care, home care, geriatrics and a 50-bed private-pay nursing facility.

While directing care for more than 1,000 patients a day, Thrapp led her teams to enhanced status ratings from the Joint Commission Accreditation from Home Care & Hospice, and she increased hospice census by 50% in 18 months.

As a registered nurse, Thrapp held numerous clinical leadership positions in California and Arizona. She is a member of several national health advisory groups and coalitions and has been published in a number of clinical texts.



Kathleen Cowling named director of nursing at Primrose Retirement Community



Kathleen Cowling has been named director of nursing at Primrose of Appleton, WI, which is expected to open this fall. In her new role, which she began in April, Cowling guides and oversees the care of residents and, in conjunction with Executive Director Breeze Skorupski, manages the nursing staff. She also ensures compliance with all necessary regulations.

Cowling brings 34 years in geriatric care with her to Primrose and has worked in assisted living and skilled nursing settings.

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er communities," Cowling said. "But I have never the seniors in our community and to help them to feel

rtney, M.D.

set to open this summer in Andover, MA, has

reatment to residents at Bridges by Epoch at Andover

eneral Hospital and McLean Hospital, and he is s disease. Well-published in the fields of geriatrics and he world and grand rounds at the Mayo Clinic,

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that sponsors and operates six senior living the newest members of its board of directors.

DiFiore brings more than 25 years of experience in the financial services and benefits industries. He previously served as chairman and CEO of BenefitMall, an employee benefits and payroll services provider, where he oversaw the company's strategic direction, planning and execution. DiFiore serves on the Salvation Army DFW Metroplex Command advisory board,



Methodist Hospital System board and the Business Council for the Arts. He's also a long-standing member of the Salesmanship Club of Dallas, which focuses on making a positive impact for at-risk children and families.

DiFiore holds an undergraduate degree in business from the University of Cincinnati and a master's degree in public administration from Syracuse University.

Dotter brings more than 25 years of experience building and managing real estate investment organizations to the SQLC board. She has overseen multibillion-dollar funds at the Teacher

Retirement System of Texas and at Dallas-based Hunt Realty Investments. Dotter previously served as president of Transwestern Investment Group, a real estate investment management firm, where she oversaw investment strategy, acquisition and asset management. Dotter also is an investment advisory board member at the Texas Treasury Safekeeping Trust Company, where she helps preserve and grow the state's financial resources.

Dotter has an undergraduate degree in business administration with honors from Texas A&M University.



Villaggio at San Luis Obispo appoints board of managers

Villaggio at San Luis Obispo, a life plan community currently under planning and development, has appointed a board of managers responsible for overseeing and governing the activities of Villaggio.

- Dennis Fernandez has been named chair of the board of managers. He has more than 30 years of experience in finance, mergers and acquisitions, joint ventures, international business and construction in the protective packaging, food, chemical and electronics industries. He previously served as chief financial officer and CEO of FP International, a protective packaging company.

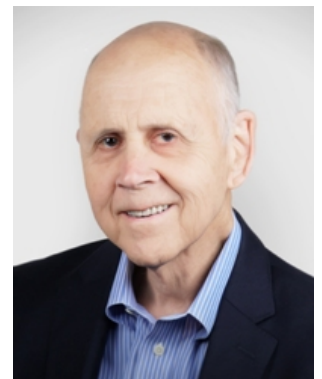


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A recipient of the Marconi Award, Parkinson also received the Medal of Honor of the Institute of Electrical and Electronic Engineers and the Charles Stark Draper Prize of the National Academy of Engineering, one of the Nobel

Prizes of engineering. He serves on the boards of Trimble Navigation, EMS Technologies and Navigation Technology Ventures.

Fernandez, Lindvall and Parkinson will serve on the Villaggio Board of Managers with Mark DeLotto, CEO of Villaggio at San Luis Obispo, and Bob Richmond, executive director of design and development for Villaggio.

William Pemberton announced as VP of client relations and strategy at Bluespire Senior Marketing



William "Bill" Pemberton has been announced as vice president of client relations and strategy at **Bluespire Senior Marketing** in West Hartford, CT.

Pemberton brings more than 30 years of experience with both the client and agency sides of marketing communications, serving the energy, finance, healthcare, hospitality and technology sectors. He spent the past 11 years of practice within the senior living industry.

He previously led client engagement for the senior lifestyle practice at The Point Group, a full-service agency based in Dallas, and served as senior vice president of strategic communications for Forte Group, a senior-directed media relations firm.

Pemberton serves on the national board of SAGE, the Society for the Advancement of Gerontological Environments, where he chairs the brand committee. He also writes an industry blog and is an industry speaker and webinar panelist.

He is an alumnus of the University of Texas at Austin's Moody School of Communications.

Drew Holzapfel announced as interim president for UsAgainstAlzheimer's

Drew Holzapfel has been announced as interim president for Maryland-based **UsAgainstAlzheimer's**, an organization committed to finding a cure for Alzheimer's, while a nationwide search for someone to fill the position is conducted. George Vradenburg will continue to serve as chairman and CEO.

Holzapfel
Alzheimer's

In his new
role at
UsAgainstAlzheimer's
& Demographics
Alzheimer's

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He is a founding board member of the Global
CEO Initiative on Alzheimer's Disease.

He is leading the search for a permanent president and
Chief Executive Officer (CEO) and Caregiver Engagement (AD PACE), Alzheimer's
Disease Research Ecosystem: Improving Detection and Diagnosis of

Alzheimer's disease, regulatory standards and reimbursement
policies affecting minority populations and ensuring
timely diagnosis of any brain impairment.

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