

2012 Board Candidate Profiles

Aging Services of Minnesota Annual Meeting & Leadership Forum September 18-21, 2012

Officers

JON RIEWER - Chair (First, one-year term)



Jon Riewer is the President/CEO at Eventide Senior Living Communities based in Moorhead, MN. Eventide is a faith-based senior living provider with two locations in Moorhead as well as locations in West Fargo and Jamestown, ND that encompass the continuum of care for older adults from independent living, assisted living and skilled care to memory care, and community services.

Riewer has served as Chair-Elect on the Aging Services Board for two terms. He was appointed to the Board in April 2000 as Director-at-Large and his past service includes two terms as Secretary/Treasurer. He served as Chair of the Finance and Audit Committee for two years, as Chair of the Aging Services PAC and currently serves on the Executive and LTC Imperative Steering Committees.

“Older adult services organizations throughout Minnesota are working in unprecedented times and face new challenges each year. Our current challenges require each of us to find creative solutions to survive in an environment of shrinking public resources and the new norm of higher volume and increased demands of our residents. At the same time, we need to face the reality that the solutions

for our long-term success will be quite different. As a leader in this association, I am committed to working with our members to identify opportunities and new business models that will enable us to serve our customers of the future while being financially viable.

We will need to build on our work as a top tier legislative priority and continue to move toward developing a more engaged and educated public with an emphasis on personal accountability regarding our own individual role in paying for long-term care services.”

JON LUNDBERG - Chair-Elect (First, one-year term)



Jon Lundberg, Ebenezer's Vice President of Operations, has over 30 years experience as a long-term care administrator. He has a wide breadth of experience in both for-profit and not-for-profit organizations encompassing senior housing, assisted living, transitional care and other senior programming. Lundberg was elected to the Board of Directors in 2008 as a LeadingAge Delegate. Currently, he is the Secretary-Treasurer of the Aging Services Board, Chair of the Finance and Audit Committee and serves on the Joint Investment Committee, the Executive Committee and LTC Imperative Steering Committee.

Ebenezer is a faith-based, multi-site organization with two campuses of services and multiple senior housing sites in the metro area. Services cover the entire continuum of aging services, including skilled nursing, housing-with-services, independent living, memory care, subsidized housing, wellness programs, adult day and home care. Through its Ebenezer Management Services division, it manages several care centers and housing sites in the state. Ebenezer is affiliated with Fairview Health Services.

“I continue to be honored having had the privilege once again this past year to serve as the Aging Services of Minnesota Board Secretary/Treasurer. Through my role on the Board, it continues to be clear that Aging Services is an organization rich in knowledge, deep in experience and committed to mission. As an organization, we have been gifted a cherished legacy from our predecessors, who met the challenges of their day. As we face the challenges of our day, it remains important for our focus to not only be on the immediate, but on the legacy and foundation that we are passing on to those that will follow. I remain committed to this cause, this organization, and this field; knowing that by our actions, we validate the important work we do and honor those countless, nameless heroes who daily, against some incredible odds, enhance the quality of life for Minnesota's older adults.”

Officers (cont.)

MARK ANDERSON - Secretary/Treasurer (First, one-year term)



Mark R. Anderson, a Director-at-Large on the Aging Services Board, is the President and CEO of Knute Nelson in Alexandria, a senior service organization with a full continuum of services. Anderson has over 15 years of experience in the long-term care profession.

Anderson, who was elected in 2006 to serve his first three-year term as Director-at-Large, has served on several committees and is the Chair of the Aging Services Group Board of Directors. He also served on the Board of Care Ventures Cooperative.

"It is critical for Aging Services to help equip member organizations for health care delivery transformation as future demographics and the changing landscapes of public policy impact their organizations."

Director-at-Large

CAROL RAW - Director-at-Large (Second, three-year term)



Carol Raw is Vice President of Senior Services for St. Francis Health Services of Morris since 1992; she oversees the operations of eleven St. Francis care centers and eight housing (with services) programs.

Raw served as a LeadingAge Delegate from 2005-2008 and was elected to the Board as a Director-at-Large in 2009. She has served on various Aging Services committees, including Payment & Reimbursement, Legislative, MN-Cast and Finance and Audit.

"I believe the most important issue the association faces doesn't change from year to year; to the extent that whatever the greatest needs of the membership are becomes our most important issue. Aging Services exists through the membership and we should never forget that. We must always have our hand on the pulse of what drives and is important to our membership."

CHRISTY BRINKMAN - Director-at-Large (Second term, three years)



Christy Brinkman is Senior Administrative Leader for Essentia Health St. Mary's, a continuum of care campus in Detroit Lakes consisting of a hospital and clinic, skilled nursing care center, transitional care, and independent and assisted living. Christy has worked in health care and senior services for more than 15 years, starting out as a certified nursing assistant in college, moving into housing management, and in administration since 2004. She has a keen and well-balanced understanding of integrated health service delivery in Greater Minnesota, as well as the relationship with acute care. Her current role is inclusive of the administrator for skilled care, independent and assisted living, as well as hospital and clinic departments.

Christy's commitment to Aging Services of Minnesota includes service on the Culture Change Council and Quality in Action/Quality First Steering Committee. She has been active in association district meetings and events for several years.

"We are in unprecedented and pivotal times in health care. As senior service providers, we have the incredible opportunity and challenge to find new and less resource-intense ways to provide care to elders. As we move further into health care reform, it is clear that it is our time to demonstrate the contribution that we can bring to the overall delivery of health care to elders. I look forward to serving in this role as well as working with members and health care leaders across Minnesota."

Director-at-Large

GIL ACEVEDO - Director-at-Large (First, three-year term)



Gil Acevedo is Senior Vice President of Operations for Ecumen in Shoreview. In this role, he provides leadership for the Operations Department which includes Housing, Assisted Living, Memory Care, Nursing Home Campuses, Ecumen at Home (Home Care) and Ecumen Quality Programs.

Prior to joining Ecumen, Acevedo was Deputy Commissioner of Veterans Health Care at the Minnesota Department of Veterans Affairs where he provided leadership to Minnesota's Veterans Homes. Under his leadership, the Minnesota Veterans Homes system moved to a person-centered care approach and rebuilt its credibility and reputation with state and federal regulators.

Ecumen operates senior housing and services across Minnesota, and in North Dakota, Wisconsin and Idaho, and provides senior housing development services nationally.

"Senior services has become challenging yet exciting. As leaders of senior services in Minnesota and the nation, we need to develop new, innovative ways to provide services while resources are shrinking. We are in a time where doing things the way we have always done them is just not enough. We really need to ask ourselves "what if" and respond with "why not." Our residents and their families expect leaders to lead and we should be ready to answer the call! I am humbled and honored to be considered to serve on the Aging Services of Minnesota Board. I look forward to serving in this role as well as meeting and working with members of the association and health care leaders across Minnesota."

TERESA BEACH LARSON- Director-at-Large (First term, ending in 2013)



Traci Beach Larson has been involved in caring for older adults for over 30 years, with roles evolving from dietary and laundry aide, and nursing assistant to director of nursing, home care director and licensed nursing home administrator. Currently, Traci is Regional Director of Operations for Presbyterian Homes and Services in Roseville, a role that utilizes all her previous experiences on a larger scale to serve residents at all levels of care.

Traci has a long record of service to Aging Services through participation in committees. She is currently the Chair of the Survey Review and Analysis Committee. She was Co-Chair of the Regulatory Affairs Committee from 2008-2010, served on the Clinical Practice Committee for two years and was the District G Chair in 2008-2009.

Presbyterian Homes and Services owns and manages multiple senior living communities in Minnesota, Iowa and Wisconsin, providing a full continuum of services including long-term care, independent and assisted living and home care services.

"My service with Aging Services of Minnesota has been a wonderful experience. The ability to partner with other leaders in our field to discuss how to solve regulatory, legislative and community issues is a critical part of serving our elders. I feel it is important to hear the needs of our Aging Services members and to listen to ideas generated from members to facilitate the continued change we are experiencing."



Honorary Member

RICHARD LUDWIG - *(Honorary Member)*



Rich Ludwig enjoyed a 43 year career in senior care; 35 of which were spent in Minnesota with Aging Services of Minnesota. He began as an administrator at St. Therese, and most recently was an administrator for St. Francis Health Services of Morris for the past seven years before his retirement in December, 2011.

Throughout the years, Rich was involved with Aging Services committees and served as a district chair. He was a strong advocate on behalf of long-term care centers and it is reported, that more than once he threatened to deliver each of the residents to the steps of the capitol so they could be cared for by the legislative members who would not provide rate increases!

THOMAS REEK - *(Honorary Member)*



Thomas Reek retired from Cuyuna Regional Medical Center in Crosby in the fall of 2011 after a 37 year career. He was the assistant administrator for six years and served as CEO for the past 31 years. Under his leadership, CRMC expanded in size and scope several fold, and today is the largest employer in Crow Wing County. The hospital system, which also includes a 120 bed LTC center, was named to *Star Tribune's* Top Workplaces list in 2012.

Throughout his career, Tom was a strong supporter of Aging Services mission and legislative advocacy agenda.

SUSAN WIESNER - *(Honorary Member)*



Sue Wiesner devoted her 30 year career in senior services to Samaritan Bethany in a variety of roles in social services before becoming the Administrator at Samaritan Bethany Heights in October, 1998. She was, and still is, a true advocate for seniors. Every decision she made was based on what is best for the residents.

As much as Sue advocated for the residents, she equally felt that her staff members deserved recognition for the work they did and demonstrated it through her actions.

Sue received Aging Services' Spirit of Advocacy Award in the fall of 2008. She served the association on the LTC Culture Change Steering Committee from 2005 – 2008 and the Quality Indicators Committee in 2001.



**Aging Services
of Minnesota**

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