

*LeadingAge*<sup>®</sup>  
Minnesota



Leading Change. Changing Lives.

There has never been a greater need for an effective, unified and collaborative voice to champion the field of aging services.

DRIVEN  
TO  
TRANSFORM  
AND  
ENHANCE  
THE  
EXPERIENCE  
OF  
AGING

We are LeadingAge Minnesota. We are leading change and changing lives with a shared mission ***to transform and enhance the experience of aging.***

Our network of valued members is comprised of more than 1,100 organizations providing senior housing, assisted living, adult day, skilled nursing, home care and the many products and services needed to serve older adults in all the places they call home.

As a community of leaders, we collaborate and build connections that matter. We make positive changes that have impacts far beyond our respective organizations. We resolve challenges, embrace the possible and create opportunities. We take risks. We lead! And, in doing so, we are transforming Minnesota's aging services and empowering people to live fully as they age.



You will know us by our energy and our optimism – by our commitments to quality and learning, our respect for caregivers and their chosen careers, our investment in the people and communities we serve, and by our accountability to our membership and partners.

Gayle Kvenvold  
President and CEO  
LeadingAge Minnesota

## Our Priorities



**Advocacy** – championing public policies to meet the evolving needs of older adults.



**Performance Excellence** – creating environments and services of the highest quality.



**Operational Excellence** – improving business intelligence, service delivery innovations and technology.



**Professional Development** – delivering unmatched value in cutting-edge education to improve practices.



**Workforce Development** – elevating caregiving careers and growing a skilled and compassionate workforce.



For more than 50 years, our Association has held unwavering commitment to our values. Each year, in partnership with 60,000+ caregivers, our members will serve 70,000+ older adults in all the places they call home.

Mark Anderson  
President and CEO  
Knute Nelson

## We Serve



600

Senior  
Housing



232

Skilled  
Care Centers



100

Adult Day  
Centers



215

Business  
Partners

UNWAVERING COMMITMENT • TRUSTED  
COURAGEOUS THINKING • SPIRIT OF OPTIMISM  
ACCOUNTABLE • BETTER TOGETHER



# LeadingAge Minnesota Board of Directors

## Officers



ERIN HILLIGAN  
CHAIR  
Ebenezer  
Minneapolis



MARK R. ANDERSON  
IMMEDIATE PAST CHAIR  
Knute Nelson  
Alexandria



BARBARA KLICK  
CHAIR-ELECT  
Sholom  
St. Louis Park



JERRY CARLEY  
SECRETARY-TREASURER  
Benedictine  
Shoreview



GAYLE M. KVENVOLD  
PRESIDENT & CEO  
LeadingAge Minnesota  
St. Paul

## District Directors



MARK BERTILRUD  
DISTRICT A  
Warroad Senior Living Center  
Warroad



KYLE HEDLUND  
DISTRICT B  
Oak Hills Assisted Living  
Grand Rapids



KATIE LUNDMARK  
DISTRICT C  
Ecumen  
Shoreview



LINDSEY SAND  
DISTRICT D  
Knute Nelson  
Alexandria



JASON ANDERSON  
DISTRICT E  
Sylvan Court  
Canby



TOM NIELSEN  
DISTRICT F  
Northfield Retirement  
Community  
Northfield



ANNELISE PETERSON  
DISTRICT G  
Walker Methodist  
Minneapolis

## Elected Directors-at-large



MARK ANDERSON  
Three Links  
Northfield



CHRISTINE BAKKE  
St. Francis Health  
Services of Morris  
Pierz



JIM BETTENDORF  
Vista Prairie Communities  
Brooklyn Park



ANGELA BROWN  
Cassia  
Edina



CAMI PETERSON-DEVRIES  
St. Francis Health Services  
of Morris  
Morris



DUSTIN LEE  
Prairie Senior Cottages, LLC  
Mankato



GAIL SKOGLUND  
Cassia  
Edina



MICHAEL STORDAHL  
The Good Shepherd  
Community  
Sauk Rapids



KIMBER WRAALSTAD  
North Shore Care Center  
Grand Marais

## Appointed Directors-at-large



SHELLEY KENDRICK  
Ecumen  
Shoreview



KRISTI KANE  
Arrowhead Area Agency  
on Aging - ARDC  
Duluth



DUANE LARSON  
Presbyterian  
Homes and Services  
Roseville



ERIN SHVETZOFF  
HENNESSEY  
Health Dimensions Group  
Minneapolis



SCOTT RIDDLE  
Walker Methodist  
Minneapolis



JOEL THEISEN  
Lifespark  
St. Louis Park

### Ex-Officio Directors

LeadingAge MN Foundation  
Board Chair  
ROBERT DAHL  
Cassia  
Edina

LeadingAge MN Solutions  
Board Chair  
JEFF HEINECKE  
Lyngblomsten  
St. Paul

# Our Team: Trusted Resources. Personal Support.



**GAYLE KVENVOLD**

President & Chief Executive Officer  
gkvenvold@leadingagemn.org  
651.603.3500



**ALECIA CRUMPLER**

Communications and  
Visual Design Coordinator  
acrumpler@leadingagemn.org  
651.603.3528



**LUKE JENKINS**

Director of Membership  
ljenkins@leadingagemn.org  
651.328.4221



**LORI MEYER**

Senior Vice President and  
Chief Operating Officer  
lmeyer@leadingagemn.org  
651.603.3511



**HEIDI SIMPSON**

Vice President of Education  
hsimpson@leadingagemn.org  
651.603.3506



**JULIE APOLD**

Vice President of Quality and  
Performance Excellence  
japold@leadingagemn.org  
651.659.1407



**KARI EVERSON**

Director of Clinical Care &  
Clinical Consultant  
keverson@leadingagemn.org  
651.603.3502



**DEB KIERSTEAD**

Chief Financial Officer  
dkierstead@leadingagemn.org  
651.603.3501



**KATHY PALMER**

Executive Assistant  
kpalmer@leadingagemn.org  
651.603.3532



**MATT STEELE**

Director of  
Government Affairs  
msteele@leadingagemn.org  
651.659.1430



**JEFF BOSTIC**

Director of Data and  
Financial Policy  
jbostic@leadingagemn.org  
651.603.3509



**RONI FALCK**

Manager of Adult Day Services  
rfalck@leadingagemn.org  
651.529.2399



**BARBARA LANDEEN**

Director of Member and  
Governance Resources  
blandeen@leadingagemn.org  
651.603.3522



**JENNY PROSSER**

Vice President of  
Conferences and Sales  
jprosser@leadingagemn.org  
651.603.3548



**VINNY STRACK**

Administrative Assistant  
vstrack@leadingagemn.org  
651.659.1472



**LIBBIE CHAPURAN**

Director of Communications  
lchapuran@leadingagemn.org  
651.659.1443



**BOBBIE GUIDRY**

Vice President of Housing and  
Community Services  
bguidry@leadingagemn.org  
651.603.3508



**JONATHAN LIPS**

Vice President of Legal and  
Regulatory Affairs  
jlips@leadingagemn.org  
651.603.6510



**ASHLEY ROGERS**

Education Coordinator  
arogers@leadingagemn.org  
651.603.3559



**KARI THURLOW**

Senior Vice President  
of Advocacy  
kthurlow@leadingagemn.org  
651.603.3512

651.645.4545 • 800.462.5368  
[www.LeadinAgeMN.org](http://www.LeadinAgeMN.org)

# LeadingAge Minnesota Foundation



**TERRI FOLEY**

Foundation Program Officer  
tfoley@leadingagemn.org  
651.659.1422



**JENNA KELLERMAN**

Director of Workforce Solutions  
jkellerman@leadingagemn.org  
651.659.1436

## LeadingAge Minnesota Solutions



**JARED SCHEI**

Executive Vice President  
jschei@leadingagemn.org  
651.603.3505



**RICK LAZZARI**

Director of Products and Services  
rlazzari@leadingagemn.org  
651.659.1470



**JOE O'KANE**

Insurance Advisor  
jokane@leadingagemn.org  
651.659.1467



**LAURA NORDAUNE**

Purchasing Advisor  
lnordaune@leadingagemn.org  
651.659.1469

Purchasing Solutions • Insurance Solutions • Innovative Solutions

## Strategic Affiliations



*Minnesota Hospital Association*

## Strategic Collaborations

Minnesota Leadership Council on Aging  
Long-Term Care Imperative  
Minnesota Directors of Nursing Administration

HealthForce Minnesota  
Minnesota Gerontological Society  
Minnesota Elder Justice Center



## Engage. Influence.

We advocate at both the state and federal level on behalf of aging services providers, their staff, and the people they serve.



**At the Capitol** – building public support, creating coalitions and informing lawmakers to ensure laws, regulations and reimbursement models support choice, independence, accessibility and quality of life for all older adults.



**Grassroots Engagement** – creating a personal connection between you and your elected officials as they act on decisions that impact you and the people you serve.



**Technical Assistance** – helping you interpret complex regulations and reimbursement systems and implement in your organization.



The LeadingAge Minnesota team is my first call for help. They are knowledgeable and responsive – always putting the best interests of members and older adults at the forefront of their work.

Jon Lundberg  
President  
Ebenezer/Fairview  
Senior Services





## Signature Events

Our annual events feature advanced educational sessions, a solutions-oriented expo, awards and recognition ceremonies:

- Institute & Expo
- Annual Meeting and Leadership Forum
- Connect and Adult Day Conferences



## Certificate Programs

Advanced and comprehensive training programs prepare participants for success:

- Dementia Care
- Assisted Living/HWS
- Leadership Academy
- Nursing Leadership



## On-Demand Learning

Convenient and affordable training from the comfort of your office:

- Recorded webinars
- OnTrack Nursing Assistant Training
- Innovative training solutions through an exclusive collaboration with EduCare

## Learn. Network.

We bring together thought leaders, subject matter experts, innovation gurus and your peers to expand your knowledge, polish your skills, share proven practices and offer a fresh perspective.



Association events are one of the highest values of membership. We learn from the best-of-the-best in our field. We network. We collaborate. We return to our organizations inspired, empowered and ready to create lasting positive change.

Erin Hilligan  
Vice President of Operations  
Ebenezer

## Plan Strategically. Execute Skillfully.

We help members thrive. How? Through tools and resources that strengthen governance and leadership, improve quality, build a skilled and compassionate workforce, expand knowledge, and keep you informed with the latest news and insights.



**Knowledge Center** – environmental scanning, operational benchmarking and performance metrics



**Performance Excellence Center** – clinical toolkits, quality metrics, market position, consumer confidence



**Workforce Solutions Center** – recruitment and retention strategies to position organizations for success



**Board Resource Center** – board development and skills training, strategic planning and turnkey tools



**Savings & Solution Center** – group purchasing, insurance and innovative new products and services



**Value First** – group purchasing with the resource-saving power of a national network



**LeadingAge Minnesota Foundation** – building our workforce for tomorrow, advancing new approaches in service delivery and developing leadership

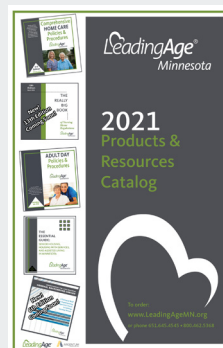


**Stars Among Us** – celebrating change makers and excellence in your leaders and staff team

**Online Store** – your one-stop shop for manuals, brochures, resources and webinars to meet regulatory requirements, improve quality and inform your operations.

 **advantage**

LeadingAge Minnesota's weekly news source  
for aging services professionals



## Committees



HUD/Affordable  
Senior Housing



Housing/Home  
Care/Assisted Living



Adult Day  
Leadership



Care Center  
Regulatory



Workforce  
Solutions



Payment



Quality, Safety  
and Performance  
Excellence



Awards and  
Recognition



Education

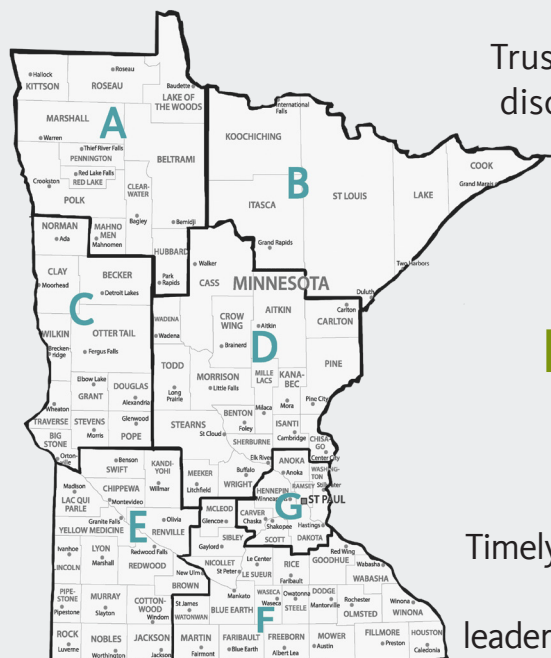
## Connect.

Stay on top of the constant change in our field by helping us advance efforts to address challenges. Join in the many regional gatherings or member-driven committees to network with peers and help shape our work.

## Regional Gatherings

### Assisted Living/Home Care Nurse Leader Network (ALNET) 4 times a year. 4 locations.

Trusted network of nurse leaders discuss strategic issues and best practices for clinical care.



### District Meetings 3 times a year. 7 locations.

Timely information, expert resources, thought-provoking executive leadership discussions and free CEUs.



# *Leading*Age<sup>®</sup> Minnesota

2550 University Avenue West, Suite 350 South  
Saint Paul, Minnesota 55114-1900  
P 651.645.4545 • TF 800.462.5368  
[www.LeadinAgeMN.org](http://www.LeadinAgeMN.org)  
[Membership@LeadingAgeMN.org](mailto:Membership@LeadingAgeMN.org)



Facebook – [LeadingAgeMN](https://www.facebook.com/LeadingAgeMN)



Twitter – [@LeadingAgeMN](https://twitter.com/LeadingAgeMN)



YouTube – [LeadingAge Minnesota](https://www.youtube.com/LeadingAgeMinnesota)