

BROADMEAD

Leadership for the Journey Ahead

A community conversation about
leadership, opportunity, and
holistic resident support.

Broadmead Community | August 2026

Why This Conversation Matters

Growth creates possibilities and calls for greater clarity, connection, and shared leadership.

Clear Roles

Understand where strategy is set, how campus priorities move forward, and where daily questions are best addressed.

Growing Leaders

Expand responsibilities, develop talent, and create meaningful career pathways.

Resident-Centered Decisions

Strengthen communication, continuity, safety, wellness, and support for the whole person.

This is the beginning of an ongoing dialogue, not the end of one.

Questions, observations, and resident voice will continue to shape the Broadmead journey.

Growth is most successful when people understand the “why,” know who to talk with, and stay connected.

What is Not Changing

Broadmead's commitment to the current community remains strong.

Nothing is being taken away from the current Broadmead community.

STRENGTHEN DAILY OVERSIGHT

Clearer leadership roles and greater operational presence support communication, coordination, and follow-through.

ENHANCE WHAT RESIDENTS VALUE

Existing relationships, services, programs, and the qualities that make Broadmead special remain central.

CREATE NEW OPPORTUNITIES

New programs, resources, partnerships, and experiences will support living well at every stage of life.

The goal is to strengthen how Broadmead serves while expanding opportunities to live well and flourish.

More leadership. More coordination. More opportunities. The same commitment to residents.

CEO and Executive Director: Complementary Leadership

Two roles, one mission, with different fields of focus.

CHIEF EXECUTIVE OFFICER | Organization direction

- Leads organization-wide strategy and long-range growth
- Partners with the Board and external stakeholders
- Aligns Broadmead, Ridgebrook, management partnerships, and future opportunities
- Connects mission, resources, and organizational accountability

EXECUTIVE DIRECTOR | Campus integration

- Leads the Broadmead campus experience
- Connects departments, priorities, and resident needs
- Supports Directors in resolving barriers and strengthening communication
- Turns mission and strategy into coordinated campus action

The CEO looks across the organization. The Executive Director helps the Broadmead campus move together.

Executive Leadership Team

The team setting direction for Broadmead across the organization.



Jay Prince
Chief Executive
Officer



Jennifer Schilpp
Chief Financial
Officer



Kristy Krueger
VP of Sales and
Marketing



Joyce Malone
VP of Construction
and Development



Eleanor Landauer
VP of Advancement &
Communication



Gina Mathias
VP of Sustainability



Richard Finger
VP of Human
Resources



Ann Patterson
VP of Health
Services &
Executive Director

Organization strategy, stewardship, and mission alignment.

Leadership Team: Directors

The leaders guiding daily operations and resident experience.



Jesse Russell
Senior Director of
Facilities



Stacey Young
Senior Director of
Community Living



Enzo Fargione
Director of Dining and
Hospitality



Mary Jane LePard
Director of Clinical
Reimbursement



Jennifer Marcuri
Director of Outpatient
Department



David Murphy
Director of
Accounting



John Ottena
Health Services
Administrator



George Pattee
Director of Business
Intelligence & Project
Management



Alison Sinclair
Director of Nursing



Bettina Straight
Director of Culture
and Belonging



Viktoria Wetzel
Director of Human
Resources



**Director of
Marketing**
Future position

Day-to-day coordination, service quality, and resident support.

Directors are the Daily Tactical Leadership Team

Directors translate priorities into coordinated action across the campus.

LISTEN

Hear resident and team member questions, opportunities, and concerns.

CONNECT

Bring the right departments and people together.

ACT

Coordinate practical next steps and remove daily barriers.

REPORT BACK

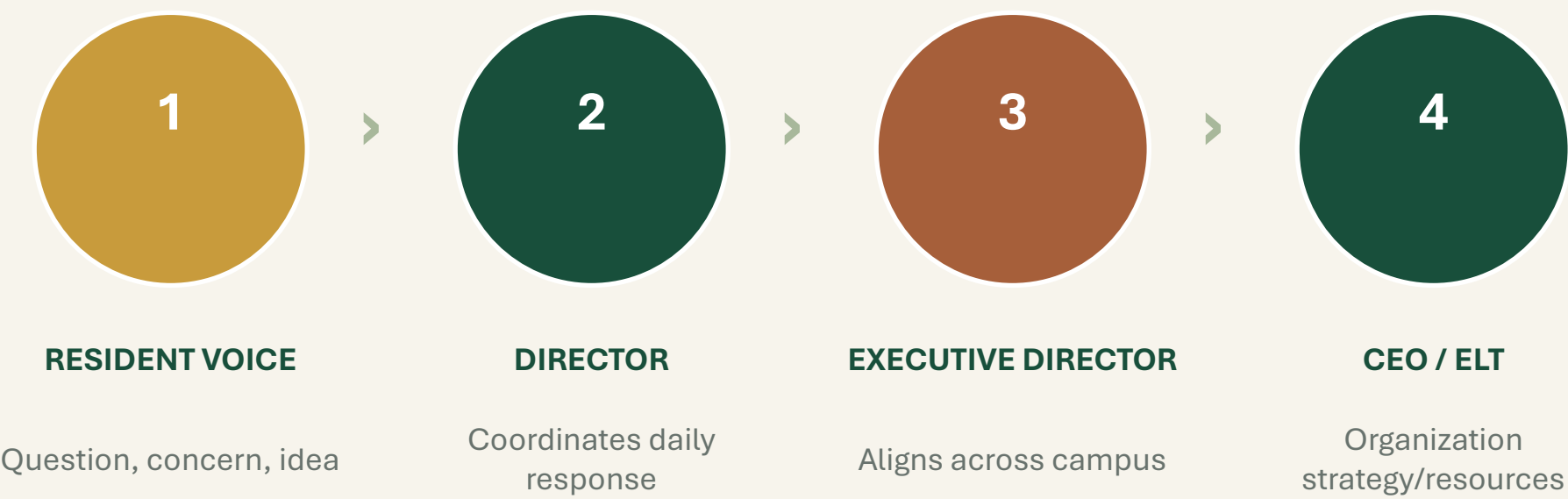
Maintain ongoing dialogue so people know what changed and why.



Directors are often the best first point of contact for daily matters that shape resident experience.

A Simple Path for Communication

The goal is not more layers. The goal is a clearer, faster path to the right conversation.



FOLLOW-THROUGH AFTER EVERY ENCOUNTER

Directors own the follow-through at every step, confirming the outcome and closing the loop with the resident.

Every question deserves a response pathway, even when listening, research, or broader coordination is needed.

Representing the Broadmead Community

The Executive Director connects governance, residents, and daily campus life.

EXECUTIVE DIRECTOR
Represents the Broadmead
Community

BOARD OF TRUSTEES

Brings campus perspective into governance discussions and carries decisions back to the community.

BROADMEAD RESIDENT ASSOCIATION

Partners with the BRA so resident priorities, questions, and ideas shape planning.

BROADMEAD COMMUNITY

Speaks for residents, families, and team member as one community in every forum.

One voice for Broadmead: governance, residents, and campus leadership working together.

Growth Expands the Leadership Bench

New opportunities create room for Broadmead talent to grow, contribute, and lead.

Strong Campus Leadership

Experience, trust, and resident relationships developed over time.

Broadmead at Ridgebrook

New community operations and project experience

Residences at Vantage Point

Management partnership and shared learning

Centers of Excellence

More subject-matter experts and resident resources

Campus modernization

Healthy Living Center and integrated service design

Growth is not only about new places. It creates new ways for people to learn, lead, and serve.

Career Growth: Leadership and Resident Services

Expanded roles recognize talent, strengthen coordination, and build new leadership capacity.

TEAM MEMBER	CAREER ENHANCEMENT	ORGANIZATIONAL BENEFIT
Stacey Young	Director, Center of Excellence for Dementia Care to Senior Director, Community Living	Broader coordination of community living, wellness, and resident-facing services
George Pattee	Assistant Vice President of Construction and Development	Additional capacity for capital projects and future growth
Mary Jane LePard	Director of Clinical Reimbursement, with Developing Compliance and Risk responsibilities	Greater focus on reimbursement, documentation, compliance, safety, and risk
Jennifer Marcuri	Director, Outpatient Department, with expanded Independent Living health-services and social-work partnership	Improved coordination of care and support for Independent Living residents
Sara Stenger	Lifestyle Supervisor to Lifestyle Manager, adding Volunteer Program leadership	Stronger alignment of lifestyle programming and volunteer resources, with oversight of the Bruck Fund

Titles and responsibilities reflect current organizational planning and may continue to evolve.

Career Growth: Connection and Campus Operations

Growth creates new pathways in coordination, facilities, and safety.

NATALIE SHANE

Administrative Assistant to
Connections Coordinator

- Manage the community calendar
- Room and calendar reservation requests for activities, meetings, programs, events and special functions
- Resident weekly calendar
- Management of the in-house TV channels
- Broadmead Connect updates

Career development can mean a new title, expanded scope, cross-campus experience, or a role aligned with strengths.

Red returns to Facilities Technology Support

A familiar resource strengthens day-to-day technology coordination.

RED HOWARD

Facilities Technology System Administrator

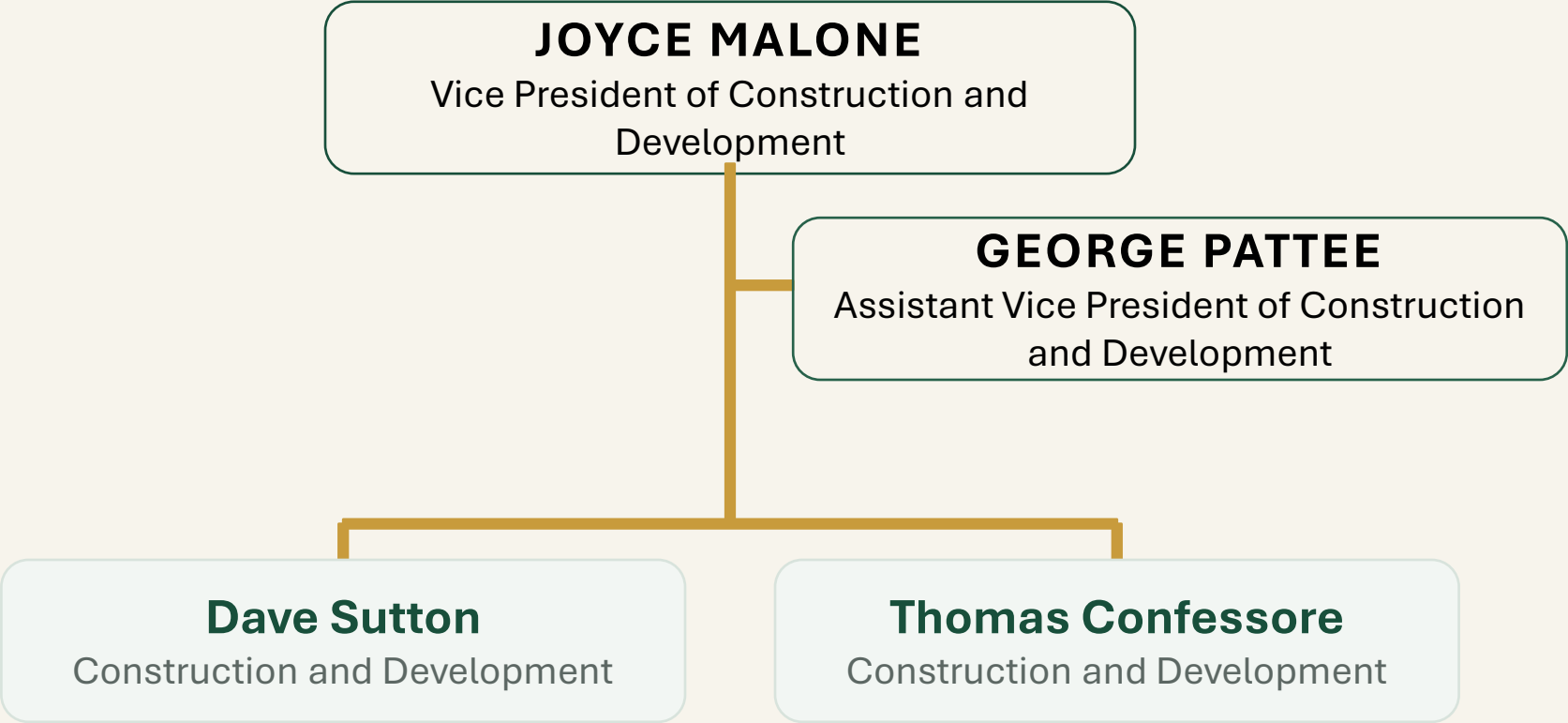
Returning to the Facilities team to support ongoing campus technology needs.

- Resident TV, internet, and telephone services support and vendor coordination
- Administer and enhance facilities technology systems, including, work order application, access control, and nurse call systems
- Maintain system documentation, vendor relationships, and operational reliability for assigned technologies

Technology works best when support is visible, coordinated, and connected to daily operations.

Construction and Development Leadership

Dave, Thomas, and George each report to the Vice President of Construction and Development.



All three roles report to Joyce Malone, keeping projects, capital work, and growth coordinated.

What Stays the Same in Reporting

Several teams keep their current leadership and reporting relationships.



Finance, Human Resources, and Marketing continue to report to their current vice presidents.

A stronger focus on infection prevention, safety, and risk

Focused expertise supports broader accountability. Mary Jane LePard

Mary Jane LePard
Director of Clinical
Reimbursement



INFECTION PREVENTION

Surveillance, education, and safe practices

COMPLIANCE

Clinical practice, documentation, policy, and regulation

RISK MANAGEMENT

Pattern recognition, prevention, and follow-through

LEADERSHIP TRANSFER

Knowledge historically supported by Ann Patterson and Joyce Malone

Focused roles strengthen prevention while preserving collaboration across the organization.

Following the Person, Not the Department

Closer Social Work, OPD, and Health Services partnerships support continuity of care.



ONE RELATIONSHIP

Residents know who is helping coordinate next steps.

SHARED CONTEXT

OPD, Social Work, and Health Services exchange relevant information.

SMOOTHER TRANSITIONS

Support follows the resident across changing needs and settings.

WHOLE-PERSON VIEW

Medical, emotional, social, practical, and safety needs stay connected.

Continuity is about relationships, context, and coordinated follow-through.

John Ottena: Leadership Within Licensed Neighborhoods

A dedicated Health Services Administrator strengthens visibility, relationships, and operational follow-through.

JOHN OTTENA, LNHA | Health Services Administrator

Administrative leadership for Broadmead’s licensed care neighborhoods, with responsibility for regulatory and operational continuity.

A more visible presence near the second- and third-floor licensed neighborhoods.



PRESENCE

Regular visibility and relationship-building

COMMUNICATION

A direct connection for residents, families, and care teams

COORDINATION

Alignment across nursing, admissions, lifestyle, and social work

ACCOUNTABILITY

Focused quality, operational, and regulatory attention

Closer leadership presence supports quicker dialogue and stronger continuity within licensed care.

Two Coordinated Health-Services Pathways

Each pathway has a dedicated leader and a social worker on the team.

LICENSED NEIGHBORHOODS | John Ottena

Health Services Administrator

- Licensed care operations
- Visible neighborhood presence
- Neighborhood Social Worker directly on the team
- Nursing, admissions, lifestyle, and family communication



INDEPENDENT LIVING | Jenn Marcuri

Director, Outpatient Department

- Lead for IL health services
- Community Social Worker directly on the team
- OPD nursing, resident guidance, and care transitions
- Navigation of changing needs



Two pathways, shared communication, and one goal: coordinated support that follows the resident.

Whole-Person Wellness: Mind, Body and Soul

Dementia care and wellness are expanding to balance prevention, ongoing treatment, and meaningful life.



MIND

Brain health, cognitive vitality, learning, connection, and dementia support

BODY

Movement, prevention, nutrition, rehabilitation, safety, and clinical treatment

SOUL

Purpose, relationships, reflection, creativity, nature, and belonging – meditation and mindfulness

Prevention does not replace treatment. Treatment does not define the whole person.

Broadmead supports how each person thinks, moves, connects, heals, and finds meaning.

A Sample of the Change: Fireside Chats

Familiar conversations, led closer to daily campus life.

WHO LEADS THE CONVERSATION

Executive Director hosts the Fireside Chats

Directors join to speak to their areas

Updates and answers come from the people closest to daily operations

WHO ATTENDS AS NEEDED

CEO joins for organization-wide topics

Executive leadership attends when the subject calls for it

Broader perspective is available whenever residents need it

The gathering stays the same. The leadership presence in the room gets closer to residents.

A New Concierge Manager for Connected Resident Services

One leader will help highly visible services work as one resident-facing team.

Stacey Young
Senior Director,
Community Living



NEW CONCIERGE MANAGER

COMMUNITY ASSOCIATES

Welcoming presence and resident support

TRANSPORTATION

Rides, trips, outings, and access

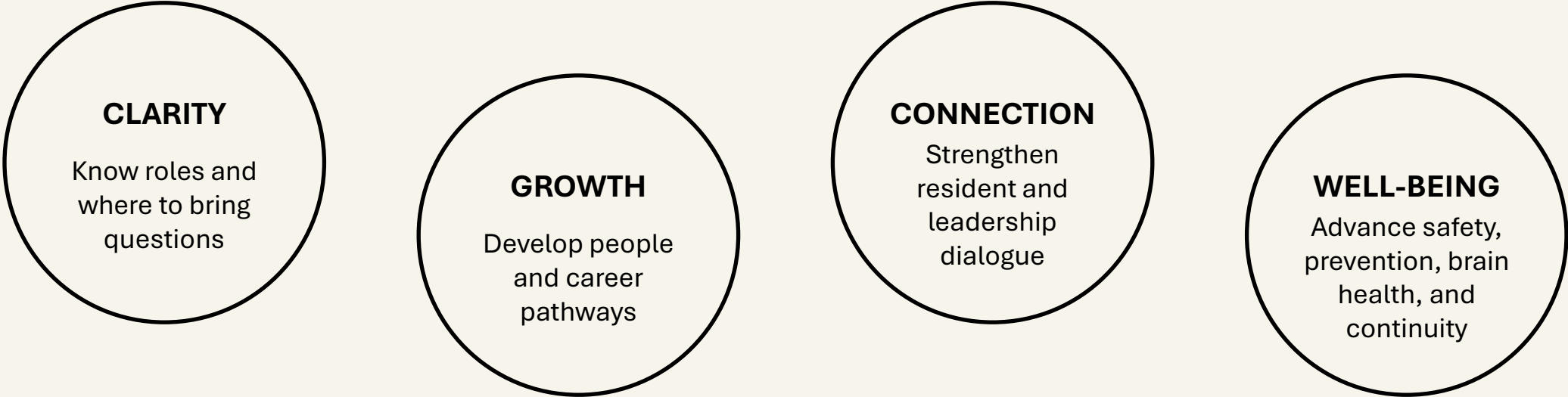
CONNECTIONS COORDINATOR

Programs, connections, and follow-up

Priorities: AV support • IL hospital/ER returns • coordinated trips and outings • wellness connections

The Broadmead Journey Continues

Preparing Broadmead to serve residents well today while building capacity for tomorrow.



Resident voice remains at the center.

We will continue listening, learning, communicating, and supporting each resident holistically.

This is the beginning of many conversations about Broadmead’s next chapter.

Thank You! Questions?

We welcome your questions and ideas.
Let's continue the conversation.

Thank you for your time, attention, and
commitment to Broadmead