

Senior Living Professionals Explore Best Practices at First AIM Executive Leadership Forum

Sold-Out Event Held With University of Southern California Andrus School of Gerontology

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Washington, DC, March 25, 2005.....Senior Living professionals who attended *Points of Difference*, the AIM Executive Leadership Forum, in Los Angeles last week are commenting on how the event challenged both themselves and the industry to raise the bar on senior living leadership and performance. Throughout the program best practices of leading firms from within and outside Senior Living were identified and discussed.

“The Executive Leadership Forum was probably the best conference I have ever been to! I have been attending conferences for four years and haven’t learned this much in all that time. I wish I would have had this information when I started in the business,” states Roman Bloemke, Director of Operations at Minnesota-based Welcome Home Management Company.

35 Senior Living professionals from the U.S. and Canada participated in the sold-out, four-day event which was held at the University of Southern California in cooperation with its Andrus School of Gerontology. Attendees interacted with presenters, over 15 industry leaders, who explored best practices of Senior Living firms and non-industry companies such as Starbucks, Nordstrom and Ritz-Carlton.

“AIM developed the Forum as a unique opportunity for Senior Living leaders to grow, to connect, and to experience ideas outside our industry,” remarks David Peete, AIM President/CEO. “It’s about AIM’s mission of helping build great leaders in Senior Living.”

J.J. Johnson, CEO of Cornell Communications of Milwaukee, comments, “The AIM organization hit the target with first class sessions, quality instructors, and best-practice stories.”

Led by Dwayne Clark, AIM Chairman and President/CEO of ÁegisLiving, Forum presenters explored numerous, in-depth topics including operational excellence; innovative hiring and retention; the anthropology and impact of company culture; state-of-the-industry Alzheimer’s care; leading-edge marketing; and new insights into finance. Presenters at the Forum were:

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- Liz Beck, Aegis Living
- Dwayne Clark, Aegis Living
- Paula Digerness, Kisco Senior Living
- Dr. Glenn Hammel, Geriatric Psychiatrist
- Bill Keane, Mather LifeWays Institute on Aging
- Karen Lucas, Aegis Living
- Alex Mabin, Vision Development, LLC
- Jerry Meyer, Aegis Living
- Polly Miller, Aegis Living
- Joel Miller, Aegis Living
- Jim Moore, Moore Diversified Services
- Terri Novak, Kisco Senior Living
- David Peete, AIM
- Dr. Edward Schneider, Andrus School of Gerontology
- Steve Shields, Meadowlark Retirement Foundation
- Steve Wright, Wright Mature Market Services

“After being in this business for 13 years, I have been waiting for a conference that allows me the benefit of taking something away,” says Kristie Kronk, Vice President of Operations for Kentucky-based Elmcroft Assisted Living. She adds, “Points of Difference has delivered! I am taking away 25 new ideas that will put the ribbon on my company’s current practices! WOW!”

Following the success of AIM’s Executive Leadership Forum, the organization is holding the *Ascent to Leadership*, AIM 2005 National Leadership Conference from September 15-17 in Washington, DC. Verne Harnish, author of the bestselling “Mastering the Rockefeller Habits” and columnist for Fortune.com is one of the featured presenters for the event.

For more information about *Ascent to Leadership*, call 800/258-7030 or go to www.AIMsociety.org.