

# Speaker Bios

2024 Spring Conference



Andy Masters

**KEYNOTE:** Andy Masters, MA, CSP is an award-winning author and international speaker who has presented over 1,000+ programs for 250,000+ attendees on Leadership/Workforce, Sales/CX, and personal development topics--including as keynote speaker for many healthcare and assisted/senior living events. Andy has earned the prestigious CSP award of the National Speakers Association (NSA), the highest international recognition for professional speakers, achieved by less than 10% of the 5,000+ speakers worldwide.



Beth Landers

With over 30 years of experience in the healthcare industry and senior care Beth Landers is an expert in helping seniors “live life on purpose.” She started her senior care career as a direct care giver herself. Beth combines her senior living industry experience and professional skills to educate and coach staff of all levels. She continued her career growth and is a graduate of UW/Madison and completed the Nursing Home Administration Program. She joined New Perspective in 2017, as the District Director of Sales, she grew quickly into the District Director of Operation in 2018, and lead the company in acquiring 12 new communities in Indiana, Ohio and Pennsylvania. Currently she serves as the Regional Vice President, and assists our team in 22 of our communities. In her career she always puts “residents first” in everything she does, and has a true passion for serving seniors.



Lisa Houston

Lisa Houston is an Industrial Safety Consultant Specialist with the BWC – Division of Safety & Hygiene. She received a bachelor of science degree in Business Administration specializing in risk management and insurance from the Ohio State University and a master of arts in Organizational Leadership from Indiana Wesleyan University. Currently, she is a student at Franklin University working on her Doctorate. She has been with the Ohio Bureau of Workers’ Compensation for 30 years starting in claims administration (i.e., assisting injured workers, attorneys, and physicians) and then transferring to the Division of Safety & Hygiene. She performs safety consultative services in a wide range of industries and topics - including safety management, leadership development, cultural change, on-site visits, safety training, and safety program review.



David Koelling

David Koelling is the Founder & President of Strategic Dining Services, a dining and hospitality management company focused in the senior living industry. A nationally known restaurateur and chef, David has served as chief operating officer for Odyssey Cruises and consulted for high-profile restaurants and food service operations such as Michael Jordan Golf Centers, Jack Nicklaus’ Wynstone Country Club Development, and Peapod Grocery. Additionally, he founded highly-rated restaurants including The Greenery and Biloxi Grill, both in suburban Chicago. David has consulted for national service-ware manufacturers, creating innovative dinnerware designs for senior and memory care residents. Serving as Vice President of Corporate Services for a large senior living company, where he led the company’s corporate support team in the areas of Hospitality, Programming, Dining Services, Property Operations and Purchasing. David holds a bachelor of arts degree from Michigan State University. He was twice nominated for Inc. Magazine’s Entrepreneur of the Year Award and has received the Partner in Eldercare award from the state of Illinois for his work in providing meals for seniors in need.

# Speaker Bios



Adrienne Mansfield

Mark Twain said, "Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover." For the last two decades, that's what Adrienne Mansfield, co-founder of ADage Marketing Group, has been doing...discovering, innovating and evangelizing her brand of #Welcome Disruption across industries. A Story Keeper by trade, Adrienne brings out-of-the-box solutions to the timeless challenges faced by senior living teams nationwide.



Jeannie Flossie

Jeannie Flossie is a licensed nurse, nursing home administrator and holds a master's degree in Education. As sole proprietor of Cognitive Concepts Consulting, she was certified in Person Centered Care in 2002, qualified by the Alzheimer's Foundation of America as an Excellence in Care Specialist and has been providing training and consultation for medical professionals at every level for over 35 years. Her scope of expertise spans multiple disciplines and facets of education for audiences ranging from physicians to nurses' aides on a diversity of topics, from family/caregiver dynamics to healthcare intervention, law and ethics.



Marcia Zeiger

Marcia Zeiger is an occupational therapist who has over 30 years of experience treating various diagnoses. She is currently employed with Powerback Rehabilitation as a Clinical Director and has achieved clinical recognition within Powerback as a Master Clinician in Dementia. She enjoys teaching others in order to assist in improving the quality of life of residents; frequently lecturing on topics such as Occupational Therapy's Role in Pain Management, Inter-professional Pain Management, Dementia Management, and Seating/Positioning.



Ashley Rediger

Ashley Rediger, SLP is a Clinical Director with Powerback Rehabilitation. Ashley graduated with a master's degree in Speech-Language Pathology from The University of Akron and has 15 years of experience as a Speech-Language Pathologist. She has worked in various settings including acute care, dysphagia diagnostics, sub-acute rehab and most extensively skilled nursing facilities, all while holding various leadership roles. As a Clinical Director, Ashley currently works to create and implement clinical programs focusing on evidence-based practices, educates and trains PTs, OTs and SLPs on medical necessity documentation, clinical initiatives and person-centered treatment approaches. Primary interests of clinical practice with the adult population lie in the areas of dysphagia and language-based treatments.



Dawn Bookshar

Dawn Bookshar, PT, DPT, GCS Dr. Bookshar received her bachelor's degree in physical therapy from Ohio University, and her doctorate in physical therapy from The University of Montana. Dawn is a Clinical Director for Powerback Rehabilitation where she provides clinical support to physical, occupational, and speech therapists in many settings. Her clinical areas of expertise include inter-professional cognitive care, pain management, falls management, and wound care. Dawn is a Board Certified Clinical Specialist in Geriatric Physical Therapy, and she is RAC certified.

# Speaker Bios



**Brenda Gurung**

Brenda Gurung (she/her) is a credentialed dementia specialist and Forbes Health Advisory Board member. She leads Be Growth Dementia Education and serves as the national director of resident experience for large senior living provider as well as a volunteer community educator for the Alzheimer's Association. She specializes in proactive interventions for behavioral expressions, communication strategies and empowering direct-caregiving methods.



**Jackie Collins**

Jackie Collins grew up in an agricultural community in Northwest Ohio. Graduating high school in a class of only 65 people, this small community enabled Jackie to experience the hardships of both his and other families. One of those hardships included watching loved ones lose everything they worked their entire lives for to the government and/or nursing home when an unexpected illness struck. Jackie left Northwest Ohio to attend The Ohio State University and its Army ROTC program. He graduated from The Ohio State University and was commissioned an Officer in the United States Army Field Artillery in December 2003. After six years serving as an Officer in the United States Army, he attended Capital University Law School and then was admitted into the Ohio Bar. Jackie chose elder law, VA and estate planning so he could continue to serve his community. Jackie believes educating families on estate planning can preserve family dynamics and avoid conflicts over a loved one's wants and needs. As a member of ElderCounsel, Jackie believes that a strong sense of compassion is necessary to get the job done right.



**Dr. Jim Collins**

Jim Collins has passion for senior care, education, and creating businesses that can make a difference in lives of seniors and healthcare professionals started when I was a young teen. His mother was a nursing assistant at a local skilled nursing facility and didn't drive, so Jim ended up taking her to work and picking her up. Most days, he would stop in and spend time with the staff and residents and experienced the feeling "this is where I was meant to be." His early college years were filled with every course he could take that focused on aging in gerontology, psychology, biology and nutrition. Jim begged and pleaded with the Dean of Arts and Sciences to create his own degree, since there was none in Gerontology at that time. The end result was that Jim graduated with the first "Applied Gerontology" bachelor's degree on campus. After earning a master's degree, PhD and working 30 years in the field, Jim continued to educate senior care professionals across the country through two of his companies, Collins Learning and CEU Academy. Dr. Collins held a leadership position for a privately owned hospice agency and has most recently founded Sapphire Essentials, which provides high-quality THC-free CBD products designed for older adults and caregivers. He continues to write, educate, and develop businesses with the goal of maximizing quality of life for older adults and seniors and training those who provide their care.



**Peg Tobin**

Peg Tobin is a registered nurse and President/Owner of Tobin & Associates, a national company that helps reduce staff turnover through proper placement of leaders. She has been a DON, RNC and Corporate Nurse. Peg has become a success in the world of business and life, through a strong ability to rise above obstacles. Her unique sense of humor has been used to encourage, enlighten, and help others overcome their trials and end up on the side of success. She has published three books and seven workbooks on leadership. She often writes articles that are published in healthcare trade magazines. Peg is the recipient of the Jane Johnsen "Women of Vision Award" from Ohio University, the Athena Leadership Award, the PNC 'Women Who Achieve' Profile Award, Business Person of the Year and a Humanitarian Award for her charitable works in her community.

# Speaker Bios



Brain Kolenich

Brain Kolenich is an experienced executive with over 30 years of senior living industry knowledge. He received his education and licensure master of arts, in management from The McGregor School at Antioch University in Yellow Springs, Ohio. Brian also received his bachelor of arts from Youngstown State University in Youngstown, Ohio. Brian went onto to become the administrator at Ohio Living from 1991-2005 and advanced to Director level from 2006 to Present. He is also the Principal Consultant of his own company, The Strategic Sandbox, LLC since 2022.



David Brown

David Brown is a partner with ROLF and focuses his practice on assisting clients with receivables, debt collection, revenue cycle, and Medicaid entitlement and appeals. Prior to joining ROLF, David ran the Cleveland local office of one of the nation's largest creditors rights firms. He has significant experience in commercial collections and complex litigation. David is admitted to practice law in Ohio, Pennsylvania, and multiple U.S. District Courts. David was name a Rising Star in Health Care by Super Lawyers from 2012- 2022; One to Watch in Health Care by Best Lawyers in 2023; a Super Lawyer in Health Care in 2024; and a Best Lawyer in Health Care in 2024.



Cory Phillips

W. Cory Phillips is a partner with ROLF and focuses his practice on assisting clients with receivables, debt collection, revenue cycle, and Medicaid entitlement and appeals. Cory has represented long-term care and senior living providers on issues pertaining to receivables or debt related matters for 15 years.



Jessica Smith

Jessica Smith started her career 14 years ago as a care assistant in memory care assisted living. Since then, she has taken roles from home health community marketing to leadership positions in assisted living and skilled nursing memory care unit management, become a Certified Dementia Practitioner, and obtained her Ohio Nursing Home Administrator license in 2016 and Michigan in 2020. After practicing as an administrator through the pandemic, she joined AGE-u-cate® in October 2022. Focusing on the need for quality education surrounding dementia, Jessica uses her background of working with residents, families, and senior living team members to assist senior living providers in engaging with proven education and training resources and to connect skilled nursing communities with CMP grant projects through AGE-ucate. Jessica has a bachelor's of science in long term health care administration from Ohio University in Athens, OH.



# Speaker Bios



Dr. L. Mark Hensley

Dr. L. Mark Hensley is Bereavement Service Manager at VITAS Healthcare. He is a 1987 graduate from The Ohio State University, and holds a bachelor's degree in organizational communication. A 1990 graduate from Methodist Theological School, masters of theological studies with emphasis in Ethics and 2001 graduate from United Theological Seminary earning his doctorate of ministry degree. Hensley served as U.S. Chaplain in the Ohio Army National Guard where his military training sharpened his skill-set in providing support in the field and throughout U.S. facilities to assist soldiers and families. For the last 12 years in hospice, Hensley has been an integral role model within the hospice interdisciplinary team, providing emotional and spiritual support, again for patients and families. Hensley has also completed two units of Clinical Pastoral Education (CPE) through ACPE, the only recognized accreditation source within the United States Department of Education. Hensley is also certified as a Grief Counselor through The American Academy of Grief Counseling with a specialty in Pastoral Thanatology.



Sharon Zimmer

Ms. Zimmer has worked in healthcare for over 30 years. Previously she has worked with adults with intellectual disabilities and behavioral issues. For 20 years she has trained staff in various settings on behavior interventions. Ms. Zimmer graduated in 1991 from the University of Akron with a bachelors of social work. She has worked in LTC and skilled nursing since completing her education. Ms. Zimmer during her tenure in social work has really created opportunities for clients/patients/providers to better understand behavioral needs of our mutual patients.



Marilee Masternick

Marilee Masternick has been in senior healthcare for over 20 years. She started her career with an Ohio company that has SNFs, ALs and ILs all across the state of Ohio. She was the VP of Business Development and oversaw the sales and marketing for all communities. After that role, she and her business partner opened up Groups Homes that specialized in Alzheimer's and Dementia. Simultaneously they opened Options Home Services, a private duty home care, in central Ohio. Since its inception in 2011 Options has taken care of thousands of clients that reside in an AL, IL environment. Marilee and her business partner also operate a staffing agency and placement agency in central Ohio.



Cara Schuster

Cara Schuster is a registered nurse (RN) with a degree in nursing from North Central State Community College in Mansfield, Ohio. She is a Certified Dementia Practitioner (CDP), and also has her CDP instructor license with a goal of ensuring that all direct care staff at The Ohio Masonic Communities, and its subsidiaries, are Certified Dementia Practitioners. She currently serves as the Chief Clinical Officer of The Ohio Masonic Communities, a multi-site senior living provider offering independent and assisted living, as well as skilled nursing and memory care. Additionally, Cara oversees corporate compliance and infection prevention. She has more than 25 years of experience in long-term care settings, including as President of Cornerstone Home Health and Hospice and Vice President of Operations for Lutheran Social Services of Central Ohio. Cara's main focus is to continue to find innovative products and technology that enhance the quality of care provided by all service areas of The Ohio Masonic Communities while providing oversight of clinical and operational areas served.

# Speaker Bios



Karra Weil

Karra Weil has been in the senior living industry for 15 years with a focus on aging adults and dementia care. She started her career as an STNA and continued her education to become a registered nurse (RN). Since joining The Ohio Masonic Communities at the start of her career, Karra has held many positions including MDS coordinator, assistant director of nursing, and director of nursing before transitioning to her current role as Director of Clinical Services. Karra and the rest of the corporate clinical team at The Ohio Masonic Communities worked collaboratively to develop Connecting Realities, the memory care programming used at all their communities. She has a passion for helping people and discovering new technology that can enhance residents' quality of life and improve staff experiences and outcomes.



Chris Stocker

Chris Stocker, Director of Client Services, is educated to providing solutions for Business Continuity and Cyber Security, as well as any other IT needs. With a demonstrated history of success in Skilled in Mentoring, SDLC, Executing Company Vision, Planning, and Refining processes. Currently working with multiple software teams, locally, remotely and globally. Strong communication skills externally with customers and vendors, and internally with project management and sales. Development skills include progress software, visual basic, SQL, requirements analysis, oracle database, enterprise software, C++ and JS. Chris received his bachelor of arts from University of Colorado at Boulder with mathematics and computer science.



Scott Daniels

Scott Daniels 25+ year career encompasses many facets of the culinary arts. He is an award-winning chef and hospitality professional, recognized by the American Culinary Federation as both a Certified Executive Chef and a Certified Culinary Administrator. He graduated from the Culinary Institute of America with High Honors and is a fellow of the American Academy of Chefs, which is the Who's Who of Chefs in the United States. He is also a Mobil 4-Star Award recipient and a three-time recipient of Wine Spectator's Award of Excellence. Scott believes that sharing knowledge and experience is vital to the food service industry. Students at two community colleges benefited from his instruction in Hospitality Management and Foodservice Sanitation, and he has also taught classes at Cornell University. His vision for Culinary Coach is simple. Provide the necessary tools and resources to the Dining TEAMS of Senior Living communities to make each and every day better than the previous with regards to the Dining Experience for the residents, while elevating the Dining Team through education and resources.



Morgan Nankivell

Morgan Nankivell is the Sr. Legionella Regulations Manager at Barclay Water Management, Inc. She has over five years experience providing on-site risk assessments for Water Management Program implementation. Morgan provides expert guidance on Water Management best practices, and Legionella guidelines, regulations, and compliance activities.