

For Immediate Release

**CONTACT**: Jadzia Walker, jwalker@denterlein.com

**LARRY GERBER HONORED WITH 2023 LIFETIME ACHIEVEMENT AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

(July 19, 2023) – The [Massachusetts Assisted Living Association](https://mass-ala.org/) (Mass-ALA) has honored the late Larry Gerber with its 2023 Lifetime Achievement Award. The President and CEO of EPOCH Senior Living and Mass-ALA Board Chair, Larry, passed away in March. The award will be accepted by his wife, Laurie, at the 2023 Mass-ALA Excellence [Awards Dinner](https://massala.site-ym.com/page/AwardsDinner2023) on August 1.

“We are proud to honor Larry Gerber, a pioneer and trailblazer in the field of assisted living, with our Lifetime Achievement Award,” said Brian Doherty, President and CEO of Mass-ALA. “Larry was an innovative leader, a respected colleague, and a good friend to so many of us. His loss has been felt deeply across the Mass-ALA community and he’ll be remembered for his remarkable dedication, achievements, and leadership.”

Larry spent over 40 years dedicating his career to working with and developing senior living and care options for older adults. Larry founded EPOCH Senior Living with the goal of redefining the senior healthcare and assisted living industry in New England. Under his leadership, high-quality skilled healthcare centers in the Boston area transformed into a regionally focused, comprehensive senior living organization.

“Larry’s career was one filled with leadership and tireless advocacy in promoting assisted living and providing thousands of older adults with not only care and support but dignity and independence,” said Laurie Gerber, who was [named](https://bostonrealestatetimes.com/epoch-senior-living-names-new-chairperson-to-lead-company/) Chairperson of EPOCH after Larry’s passing. “I thank Mass-ALA and its members for this award, which serves as a testament to his lasting legacy.”

Larry worked closely with Mass-ALA and became Chair of the Board of Directors in 2021. He brought a unique understanding of the broad continuum of care for older adults as well as extensive knowledge concerning how to build senior living communities from the ground up, the creation of innovative resident care programs, and strategy behind investment and growth.

“Larry’s tenure as Mass-ALA Board Chair proved invaluable, particularly during the height of the pandemic. He skillfully guided us through turbulent times, facilitating a delicate balance between residents’ safety and their social well-being within assisted living communities,” said Wendy Nowokunski, Mass-ALA Board Chair.

Larry also worked with state and federal officials to positively impact legislation affecting senior living, held leadership roles in multiple industry organizations, and mentored and coached countless senior living professionals.

**About Mass-ALA**

The Massachusetts Assisted Living Association ([Mass-ALA](https://protect-us.mimecast.com/s/CfS9CW6BBZTvl24cxKgST?domain=mass-ala.org/)) is the voice of assisted living in Massachusetts, representing 236 certified assisted living communities of all sizes and service models across the Commonwealth, providing information and education, and advocating on behalf of members and the older adults they serve. A not-for-profit association dedicated to professionally operated assisted living residences that provide housing and services for individuals with varied needs and income levels, Mass-ALA promotes a model of care which treats all residents with dignity, provides privacy, and encourages independence and freedom of choice.

###