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Conference & Tradeshow **COVERING ALL THE BASES**



SEPTEMBER 30, 2026



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2026 Conference and Tradeshow Sponsor



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Covering All The Bases

Welcome to the Mass-ALA Conference & Tradeshow! Thank you for joining us.

We are pleased to introduce you to our two Keynote Speakers that you'll hear from today:

- **Rich Hill** is a Boston native and veteran Major League Baseball pitcher whose career has spanned more than two decades and 14 MLB organizations. A graduate of Milton High School and the University of Michigan, Hill has made multiple stops with the Boston Red Sox, including his memorable 2022 season. Known for his perseverance, adaptability, and longevity, Hill has become one of baseball's most enduring and recognizable pitchers.
- We are pleased to welcome **Whitney Moyer**, Chief Operating Officer of AGE, for a special afternoon address. Whitney will share insights on the Commonwealth's evolving aging services landscape, ongoing state initiatives, and priorities for supporting older adults and assisted living providers across Massachusetts. Join us to hear directly from state leadership on key opportunities for collaboration and the vital role providers play in advancing quality care and independence.

Private / Invitation Only

Roundtable with Secretary Robin Lipson

**Executive Office of Aging
& Independence (AGE)**

11:15 AM - 12:00 PM

Location: **Board Room**

Please join us for a special roundtable discussion featuring Secretary Robin Lipson. This exclusive session offers an opportunity to hear from the Secretary in a small-group setting about key priorities and initiatives from the Executive Office of Aging & Independence.



2026 Policymaker of the Year Award Recipient

State Representative
Richard M. Haggerty

TABLE OF CONTENTS

2026 Sponsors..... 2

AGENDA

At-a-glance 3

Full Schedule 5-7

Breakouts 1 9

Breakouts 2 11

Breakouts 3 13

Presenter

Biographies 15-23

Special Guest

Speakers 25

Lower / Exhibitor

Floor Plan 26

Upper / Conference

Rooms Floor Plan 27

Exhibitor

Directory..... 29

Exhibitors..... 31-41

Mass-ALA

Board of Directors ... 43

Meet the

Mass-ALA Staff 44

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At the end of the day, make sure to take the Conference survey here:



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AGENDA AT-A-GLANCE

2026 Mass-ALA Conference & Tradeshow

Covering All The Bases

September 30, 2026

Polar Park, Worcester, MA

Conference Schedule at a Glance

Time	Program	Location / Notes
8:00 – 9:00 AM	Networking Breakfast & Tradeshow	Breakfast on Tradeshow Floor
9:00 – 9:05 AM	Opening Remarks, Mass-ALA	DCU Clubhouse
9:05 – 10:05 AM	Keynote Delivery	DCU Clubhouse
10:05 – 11:05 AM	BREAK / TRADESHOW	<i>Make sure to visit all the Exhibitors to see the exciting things they have to offer!</i>
11:15 AM – 12:00 PM	BREAKOUTS 1	<i>See page 9 for details.</i>
12:05 – 12:35 PM	State and National Updates from Mass-ALA and Argentum & Policymaker of the Year Award	DCU Clubhouse
12:35 – 1:55 PM	BREAK / TRADESHOW / LUNCH	Lunch on Tradeshow Floor
2:00 – 2:20 PM	AGE Special Address	DCU Clubhouse
2:30 – 3:15 PM	BREAKOUTS 2	<i>See page 11 for details.</i>
3:25 – 4:25 PM	BREAKOUTS 3	<i>See page 13 for details.</i>

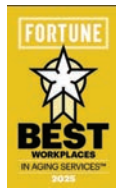


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AGENDA

8:00 – 9:00 AM | Networking Breakfast & Tradeshow

Tradeshow Floor

9:00 – 9:05 AM | Opening Remarks, Mass-ALA

DCU Clubhouse

9:05 – 10:05 AM | Keynote Delivery

DCU Clubhouse

Presenter: **Rich Hill** | Former Major League Baseball Pitcher (for the Boston Red Sox, and many other teams)

Keynote Presentation

We are honored to welcome Massachusetts native and longtime Major League Baseball pitcher Rich Hill as our keynote speaker.

Over a remarkable career spanning more than two decades, Rich has built a reputation for perseverance, resilience, and an unwavering commitment to his craft. From his local roots to competing at the highest level of professional baseball, including multiple stints with the Boston Red Sox, his journey offers a unique perspective on navigating challenges, embracing opportunity, and continuing to grow through every season of life.

Rich joins us to share reflections and insights drawn from his extraordinary career, his connection to the community, and the experiences that have shaped him both on and off the field.

10:05 – 11:05 AM | Tradeshow and Break

Tradeshow Floor

Make sure to visit all the Exhibitors to see the exciting things they have to offer!

11:15 AM – 12:00 PM | Breakouts 1

See page 9 for details.

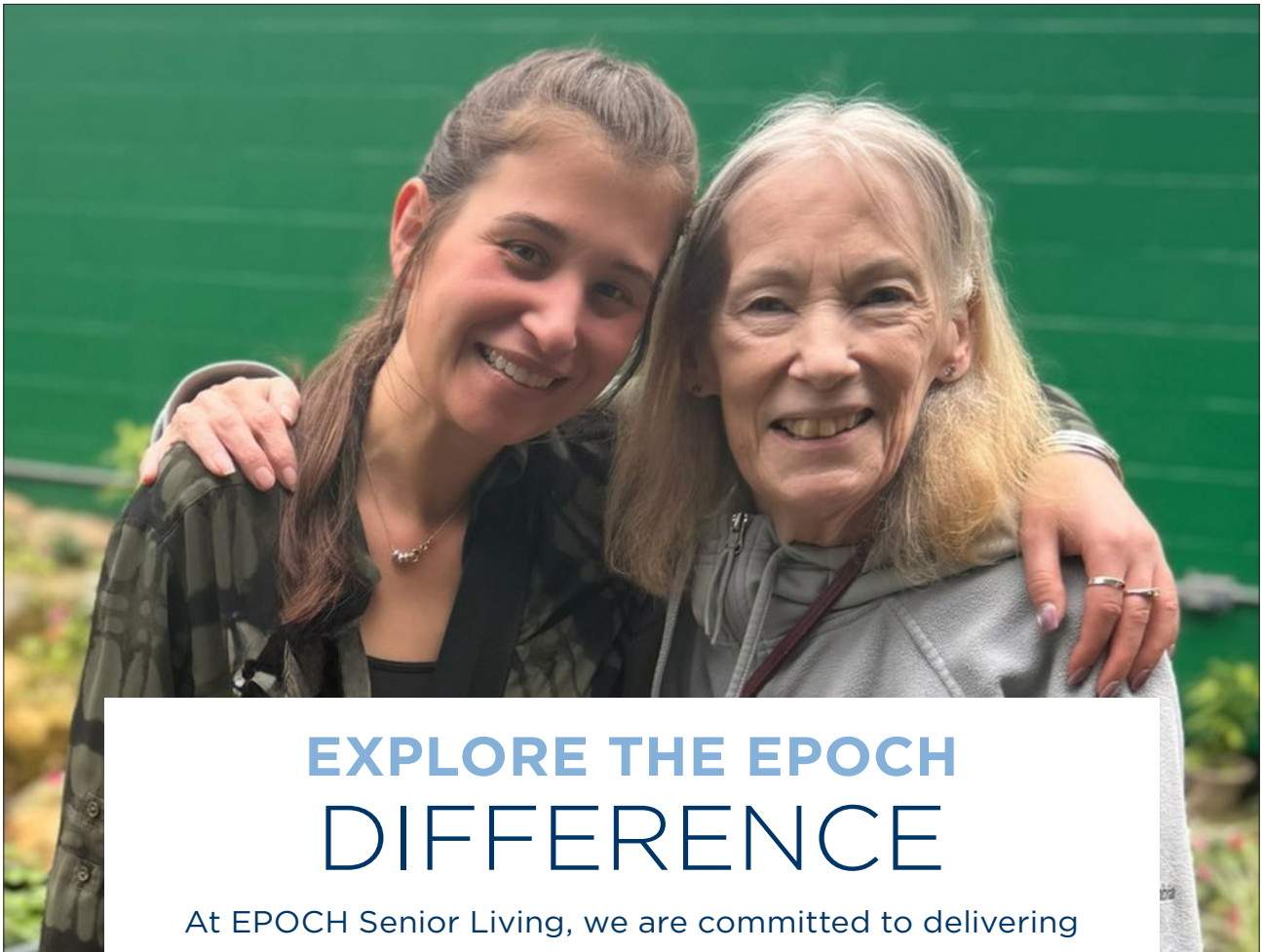
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AGENDA (continued)

12:05 – 12:35 | State and National Updates & Policymaker of the Year Award DCU Clubhouse

Presenters: **Brian Doherty** (President & CEO, Mass-ALA), **Tim DuRoss** (Chair, Mass-ALA & Co-CEO, LCB Senior Living), and **James Balda** (President & CEO, Argentum)

State and National Updates from Mass-ALA and Argentum

Brian, Tim, and James will share the latest news on policy, data, and strategic trends. Tim will also present the Policymaker of the Year Award, honoring a key champion whose legislative leadership and support have made a lasting impact on providers and the older adults they serve.

2026 Policymaker of the Year Award presented to Representative Richard M. Haggerty

Mass-ALA is pleased to recognize State Representative **Richard M. Haggerty** as the 2026 Policymaker of the Year for his leadership, thoughtful advocacy, and support of assisted living in Massachusetts.

Representative Haggerty has demonstrated a strong understanding of assisted living's important role in the continuum of housing and care for older adults. As Chair of the Joint Committee on Housing, he has engaged with Mass-ALA on key policy issues affecting residents, families, and providers, including broader housing proposals that could impact the assisted living model.

A lifelong Woburn resident and dedicated public servant, Representative Haggerty has supported local efforts to expand assisted living options and continues to bring practical experience, civic commitment, and a collaborative approach to his work on behalf of the Commonwealth.

Mass-ALA thanks Representative Haggerty for his continued partnership and congratulates him on this well-deserved recognition.

12:35 – 1:55 | Tradeshow and Break

Lunch on Tradeshow Floor

Grab lunch on the tradeshow floor and enjoy the stadium!

2:00 – 2:20 PM | AGE Special Address

DCU Clubhouse

Presenter: **Whitney Moyer** | COO, Executive Office of Aging & Independence (AGE)

Special Address

Whitney Moyer shares updates on AGE's ongoing initiatives, priorities, and efforts to support older adults and assisted living providers across the Commonwealth, offering valuable perspectives on the evolving aging services landscape and future state partnerships.

2:30 – 3:15 PM | Breakouts 2

See page 11 for details.

3:25 – 4:25 PM | Breakouts 3

See page 13 for details.



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AGENDA (Breakout Sessions #1)

Concurrent Breakouts 1

11:15 AM – 12:00 PM | Breakout Session 1

► Independent Living Track | Suite 20

AI, Enabling Technology, and the Future of Personalized Health Care

Presenter: Chris Wasel (Vantage Healthcare)

Summary: Explores how physician practices and providers leverage AI, remote patient monitoring, and emerging technologies to improve care coordination, identify health concerns earlier, and support proactive interventions.

► Memory Care & Life Enrichment Track | Suite 22

Calm, Clarity & Connection: Nervous System Tools for Memory Care Using Neuro-Somatic Intelligence & Sensory-Based Interventions

Presenter(s): Erin DiCarlo (Dovetail Companies)

Summary: Introduces neuro-somatic and sensory-based tools to recognize nervous system dysregulation in dementia care, helping reduce agitation and foster emotional safety.

► Resident Care Track | Royal Wooters

Collaborative Leadership in Senior Living: The Memory Care–Resident Care Connection

Presenter(s): Shari Flight & Katie Fournier (Ember Holistic)

Summary: Explores how seamless alignment between Resident Care and Memory Care Directors improves clinical outcomes, uncovers behavioral triggers, and strengthens staff coaching.

► Executive Director Track | DCU Clubhouse

Sprinkler Maintenance & Off-Cycle Testing and Inspecting

Presenter(s): Jeremy Pare (Fire Equipment Inc.)

Summary: Reviews NFPA 25 inspection, testing, and maintenance protocols for life safety systems, with special focus on five-year internal obstruction investigations.

► CEO/BOD Track | Board Room

Secretary Lipson Roundtable

Presenter(s): Secretary Robin Lipson (Executive Office of Aging & Independence - AGE)

Summary: An exclusive roundtable discussion on state priorities, regulatory oversight, quality improvement, and the implementation of revised 651 CMR 12.00 regulations.

► Sales & Marketing Track | Suite 21

The Modern Move-In: Transforming Senior Living Admissions for a Better First Day

Presenter(s): Loren Odom, National Sales Consultant | ECP and Nicole Shelton, Compliance and Solutions Manager | ECP

Summary: First impressions matter. This session examines common bottlenecks in traditional move-in workflows, such as paperwork burdens and interdepartmental delays. Learn how technology and digital workflow solutions streamline the admissions process, improve team collaboration, and maintain required electronic resident record access, compliance, and operational excellence for a seamless transition.

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AGENDA (Breakout Sessions #2)

Concurrent Breakouts 2

2:30 – 3:15 PM | Breakout Session 2

► Independent Living Track | Suite 20

Closing the Feedback Gap in Elder Abuse Reporting: Insights from Massachusetts APS Practices and Leaders Across States

Presenter: Nike Ojelabi, PhD, MPP (Zoe Senior Care Foundation)

Summary: Dives into Massachusetts-based research examining elder mistreatment reporting trends, communication barriers, and strategies to improve cross-agency communication with Adult Protective Services (APS).

► Sales & Marketing Track | Suite 21

The Self-Service Senior Living Buyer in an AI-Driven World: How to Reduce Friction, Build Confidence, and Earn Trust Before First Contact

Presenter(s): Kerri-Anne Pendergast (Senior Living SMART)

Summary: Discover how evolving consumer online search behavior and AI summaries influence the buyer journey, and learn empathetic marketing strategies to build early trust.

► Memory Care & Life Enrichment Track | Suite 22

Facilitating Lifelong Learning: Leading Intellectual Engagement Programs in Senior Living

Presenter(s): George Silvia III (Stonebridge at Burlington)

Summary: Equips life enrichment professionals with curiosity-driven techniques to facilitate dynamic, discussion-based programs on complex or opinion-based topics.

► Resident Care Track | Royal Wooters

Bringing Primary Care to Residents Where They Live: Reducing Hospitalizations, Enhancing Satisfaction, and Supporting Staff (Sponsored by AccentCare)

Presenter(s): Mary Crowe & Lyn Skarmeeas (Care Dimensions)

Summary: Examines the clinical and operational impacts of in-residence primary care models, demonstrating how onsite primary care reduces emergency department visits and hospitalizations.

► Executive Director Track | DCU Clubhouse

Mission Possible: The Power of a Shared Mission (Sponsored by SLR)

Presenter(s): Erica J. Labb (Benchmark Senior Living)

Summary: Explores operational strategies to align staff, strengthen cross-departmental teamwork, and activate your mission to improve culture and retention.

► CEO/BOD Track | Board Room

Building and Retaining a Strong Frontline Workforce

Presenter(s): Deanna Lawrence (Brightview Senior Living), Charles James (Artisan of Hudson), Deb Bradshaw (Northbridge Companies), Sarah Grondell (Hebrew Senior Life), Jim Coughlin (Northbridge Companies & MASS-SALC Foundation - Moderator)

Summary: An HR-focused hybrid panel featuring industry leaders sharing real-world strategies for recruiting, engaging, and retaining CNAs, PCAs, and frontline teams.



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AGENDA (Breakout Sessions #3)

Concurrent Breakouts 3

3:25 – 4:25 PM | Breakout Session 3

► Independent Living Track | Suite 20

Beyond Sticker Shock: Bridging Financial Reality and Emotional Readiness in Senior Living Conversations

Presenter(s): Thomas Alessi & Craig Richardson (The Moody Street Group), Erin DiCarlo (Dovetail Companies)

Summary: Provides practical communication tools for sales and operations teams to address move-in emotional resistance, financial uncertainty, and hidden sources of family reluctance.

► Memory Care & Life Enrichment Track | Suite 22

Creating Drumming Circles

Presenter(s): Ellen Meagher (Benchmark at Tatnuck Park)

Summary: Covers the structure, music selection, and routine development of drumming wellness programs using exercise balls and drumsticks to promote physical and emotional health.

► Resident Care Track | Royal Wooters

Basic Health Services: The Details & Implementation

Presenter(s): Karen Bain (KMB Consulting LLC)

Summary: Provides an essential operational roadmap covering staffing, eligibility, documentation, and compliant policies for Massachusetts ALRs transitioning to revised Basic Health Services regulations.

► Executive Director Track | DCU Clubhouse

Regulatory Changes: What Providers Need to Understand (Sponsored by Resonant Energy)

Presenter(s): Heather Berchem (Harris Beach Murtha)

Summary: A legal expert breaks down recent and upcoming regulatory changes from AGE and the AG, highlighting compliance risks, enforcement expectations, and survey readiness.

► CEO/BOD Track | Board Room

Intersection of State and National Public Policy Trends

Presenter(s): James Balda (Argentum), Tim DuRoss (LCB Senior Living & Mass-ALA Chair), Wendy Nowokunski (The Northbridge Companies), Jay Thomas (Atria Senior Living), Brian Doherty (Mass-ALA - Moderator)

Summary: An executive panel examining national and state legislative, regulatory, and advocacy trends shaping the future of senior living.

► Sales & Marketing Track | Suite 21

Invisible Selling: How Trust, Not Tactics, Drives Senior Living Decisions

Presenter(s): Cheryl Forbes, Sales Director (Stone Hill at Andover)

Summary: Choosing an ALR is a deeply emotional decision. This session introduces a relationship-centered approach to sales that prioritizes authentic connection over aggressive tactics. Learn how to conduct high-impact tours, ask insightful questions that uncover underlying needs, and position your team as trusted advisors.

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New Hampshire:
Hampton, Meredith

New Jersey: Marlboro



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PRESENTER BIOGRAPHIES

Thomas Alessi



Investment Advisor Representative — The Moody Street Group

Tom Alessi specializes in financial wellness and long-term care planning for senior living organizations, their associates, and the families they serve. He designed and launched a long-term care education program for associates at Benchmark Senior Living and regularly presents educational workshops for assisted living communities on planning, protecting assets, and preparing for future care needs. Tom's sessions focus on helping staff confidently discuss affordability, reduce financial uncertainty for families, and support smoother transitions into community living using practical, jargon-free strategies.

Karen Bain



Owner/Operator — KMB Consulting LLC

Karen Bain is a seasoned healthcare leader, educator, and consultant with over 30 years of nursing experience and a passion for senior care. A Registered Nurse since 1993, she is also a Certified Infection Control Preventionist. As Owner of KMB Consulting LLC, Karen provides expert guidance in infection control, regulatory compliance, and staff development.

James Balda



President & CEO — Argentum

James Balda is President and CEO of Argentum, the leading national association dedicated to supporting companies that operate professionally managed senior living communities. In this role, he leads the organization's strategic vision and its work to advance and strengthen the senior living industry through advocacy, workforce development, research and member engagement. A seasoned association executive, Balda brings extensive experience in organizational leadership, membership growth and creating value for members. Prior to joining Argentum, he held leadership roles with the National Restaurant Association and America's Health Insurance Plans (AHIP).

Recognized for his leadership and advocacy on behalf of senior living, Balda has been named a "Top Lobbyist" for five consecutive years, reflecting his continued influence in advancing the priorities of the industry and the older adults and families it serves.

Heather Berchem



Partner, Harris Beach Murtha

Heather Berchem is a leading healthcare attorney ranked preeminently in Chambers USA. She advises assisted living communities, nursing homes, and continuing care retirement communities (CCRCs) across Massachusetts and Connecticut on complex regulatory compliance, risk management, and survey and certification issues. Heather serves as legal counsel to the Massachusetts Assisted Living Association (Mass-ALA) and is a member of the American Health Care Association's National Legal Committee. She frequently lectures nationally and statewide on long-term care law and policy.

Deb Bradshaw



Vice President, Human Resources — Northbridge Companies

Deb Bradshaw is the Vice President of Human Resources for Northbridge Companies. Deb leads Northbridge's human resources strategy, overseeing all aspects of talent, workforce strategy, employee relations, total rewards, and workplace experience. With more than 25 years of healthcare and human resources leadership experience, Deb has held executive roles with HealthSouth Corporation, Saints Medical Center, and Steward Health Care. Throughout her career, she has partnered with executive leadership teams to develop and execute people strategies that align talent and workforce priorities with the organization's short- and long-term business objectives.

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PRESENTER BIOGRAPHIES

Jim Coughlin



Co-Founder & CEO — Northbridge Companies & Massachusetts Senior and Assisted Living Communities (MASS-SALC) Foundation Board Chair

As co-founder and CEO of Northbridge Companies, Jim Coughlin brings nearly 30 years of senior housing expertise, having overseen more than \$1 billion in financing, development, acquisitions, and asset management. Under his leadership, Northbridge was named to Inc. Magazine's Top 5000 fastest-growing companies for three consecutive years. Jim serves on the Board of Trustees for Beth Israel Lahey Health – Needham and is active with the Ma-SALC Foundation. A frequent industry speaker, he is also an active member of NIC, Argentum, and ASHA.

Mary Crowe



LICSW, ACHP-SW, C.D.S., CDP, CMDCP, CADDCT, Director of Professional and Community Education — Care Dimensions

Over the past 20 years, Mary has led the organization's professional and community educational outreach, coordinating and delivering hundreds of programs each year for healthcare professionals, families, and community groups. Mary holds a Master's degree in Social Work from Boston College Graduate School of Social Work, and postgraduate certificates in gerontology and alcohol counseling.

She holds numerous certifications including Virtual Dementia Tour Facilitator, Dementia Live Certified Facilitator, CARES Dementia Specialist (CDS), Certified Dementia Practitioner (CDP), Certified Montessori Dementia Care Professional (CMDCP), Certified Alzheimer's Disease Dementia Care Trainer (CADDCT), Certified Grief Informed Professional (CGP), Certified Geriatric Care-Informed Professional (CGIP), and Certified End of Life Care Specialist (ELCS). Prior to transitioning to education, Mary worked as a medical social worker for over 20 years in acute care, rehabilitation, skilled nursing, and adult day health settings.

Erin DiCarlo



Founder & CEO — Dovetail Companies

Erin DiCarlo is a nationally recognized educator and advocate in aging services. She spent 14 years working inside assisted living communities, where she witnessed firsthand the daily challenges faced by residents, families, and the dedicated professionals who support them. Over the past decade, Erin has developed innovative programs that support older adults through life transitions while equipping the professionals and families who care for them. Her work bridges neuroscience, emotional wellness, and practical care strategies to improve engagement, reduce stress, and strengthen connections in senior living environments. Erin is a Certified Neuro-Somatic Intelligence Practitioner, Certified Dementia Practitioner, Essential Emotions Coach, Certified Senior Advisor, and Senior Real Estate Specialist.

Tim DuRoss



CO-CEO, LCB Senior Living & Board Chair, Mass-ALA

Tim DuRoss, Co-Chief Executive Officer at LCB Senior Living, brings over a decade of executive operational and financial leadership to the organization. Partnering with co-CEO Danielle Breton to drive growth and strategy, Tim oversees operations, organizational efficiency, and investor relations. A former CFO at LCB and former Senior Director of Financial Planning and Strategy at Benchmark Senior Living, Tim is a NIDE-certified Dementia Care Professional. He is widely recognized as an industry thought leader and serves on multiple national senior housing boards.

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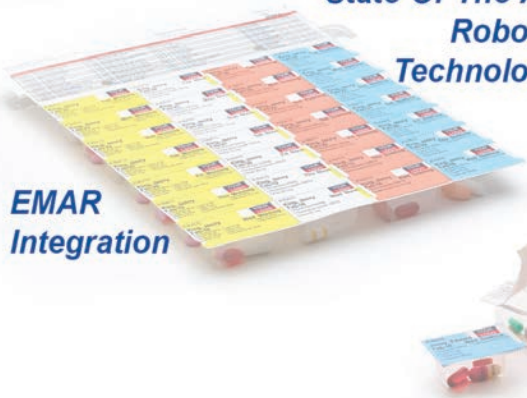
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PRESENTER BIOGRAPHIES

Shari Flight



Owner & Co-Founder — Ember Holistic

Shari holds a BS in Psychology, an MS in Gerontology, her Teepa Snow Positive Approach to Care (PAC) Coach Certificate, Certified Dementia Practitioner (CDP) certification, and is a Reiki Practitioner. She brings over 11 years of experience in the assisted living industry in various capacities. Shari's knowledge allows her to provide valuable insight into the approaches, interactions, and psychosocial needs of persons with dementia. Her greatest passion is assisting individuals with dementia-related behaviors by identifying the trigger and determining how to successfully respond. She believes in non-pharmaceutical, creative approaches and has a beautiful way of coaching families through the grieving process of a dementia diagnosis.

Cheryl Forbes



Sales Director — Northbridge Companies

Cheryl Forbes is the 2025 Mass-ALA Annual Sales and Marketing Award winner. A strategic and relationship-driven professional, Cheryl is known for blending creativity, consistency, and collaboration to drive occupancy growth and meaningful engagement. As one of the first faces families meet, she builds trust through genuine connection and personalized outreach, while uniting teams across departments to create warm, welcoming experiences. Her approach was profoundly shaped by her personal experience moving her own father into senior living, inspiring her "Invisible Selling" framework—a more human, empathetic approach to guiding families through one of life's most important decisions.

Katie Fournier



Owner & Co-Founder — Ember Holistic

Katie is a nurse, a Reiki Master, and holds her Certified Dementia Practitioner (CDP) certification. Katie brings over 11 years of experience working with those affected by dementia and their families. She loves to bring her knowledge of nursing care to provide suggestions for traditional methods of care along with non-pharmaceutical approaches such as reiki, aromatherapy, and meditation for individuals with dementia and their caregivers. She believes that everyone should have their own plan for healing and tools for success. Katie's passion is providing peace and comfort during a time that can be full of denial, anger, and frustration.

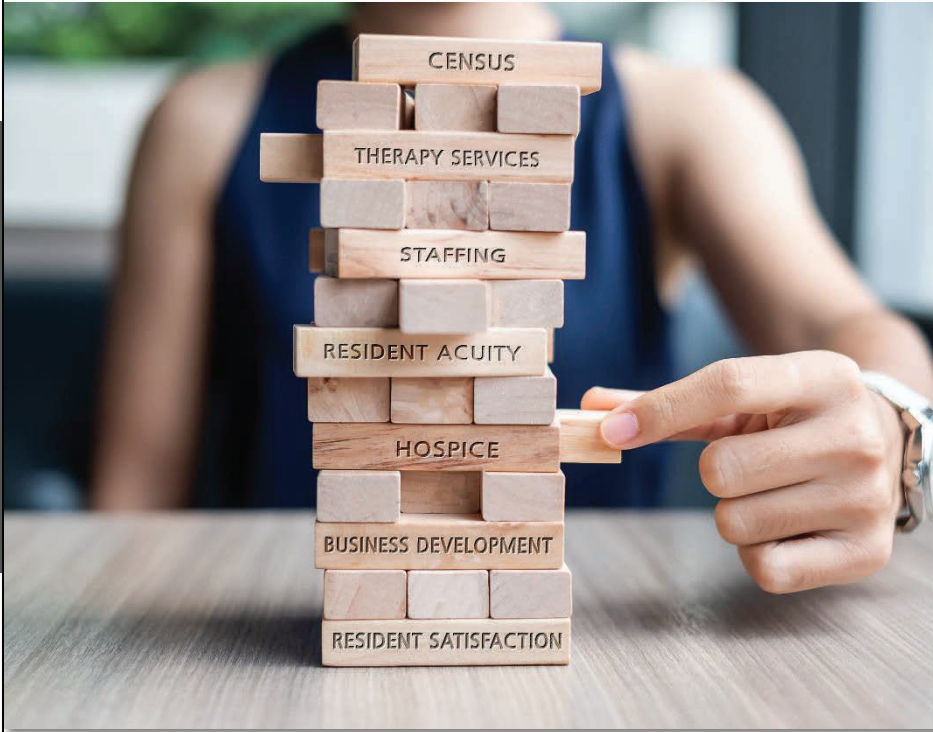
Sarah Grondell



Director of Assisted Living — Hebrew Senior Life

Sarah has more than 30 years of experience in senior living, including over 25 years with Hebrew SeniorLife. She has held a range of leadership roles and currently serves as Director of Assisted Living at NewBridge on the Charles, a position she assumed in February 2026. Sara completed the Mass-ALA Executive Director Certification Training Program and LeadingAge Leadership Academy, and has completed advanced training in dementia care.

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PRESENTER BIOGRAPHIES

Kristin Lees Haggerty, PhD



Assistant Professor and Researcher — UMass Boston / Weill Cornell Medicine

Dr. Lees Haggerty is a nationally recognized health systems researcher whose work focuses on designing, testing, and disseminating innovations that improve care for older adults. She serves as Principal Investigator of the National Collaboratory to Address Elder Mistreatment and previously led the National Dementia Care Collaborative at the Education Development Center.

She is an Assistant Professor in the Gerontology Department at UMass Boston and a researcher at the Gerontology Institute. Dr. Lees Haggerty also holds a courtesy appointment as Assistant Professor of Gerontology in Emergency Medicine at Weill Cornell Medicine and received an NIH K01 Career Development Award to investigate elder mistreatment among older adults with cognitive symptoms. She holds a PhD in Population Health from Northeastern University and an MA in Applied Psychology from NYU.

Erica Labb (EJ)



Director of Learning — Benchmark Senior Living

EJ previously served for several years as Director of Team Member Engagement and Culture at EPOCH Senior Living. With more than 25 years of experience in senior living across Massachusetts, EJ has held a variety of leadership roles, including Executive Director, Director of Sales and Marketing, and Activities Director. EJ currently serves on the Massachusetts Assisted Living Association's Diversity, Equity, and Inclusion Committee and is a sought-after presenter throughout New England, delivering education and training for both senior living professionals and community audiences. She is also a former longtime co-host of The EPOCH Exchange podcast, where she shared insights and perspectives on senior living trends, leadership, and resident engagement.

Charles James



Executive Director, Artisan at Hudson & Board Member, Mass-ALA

Charles James has over 20 years of experience managing Assisted Living communities and Skilled Nursing facilities. Charles brings a depth of experience to Artisan at Hudson, specializing in care continuum and proven results in leading clinical and operation teams. Charles has a team-focused and listen-to-learn approach. As a leader, he seeks to cultivate wellness, engagement, inclusivity, and growth throughout all aspects of Artisan at Hudson. Charles enjoys spending time with family and friends. He is also a trivia buff and enjoys various genres of music.

Deanna Lawrence



Senior Executive Director — Brightview Senior Living

Deanna Lawrence is the Senior Executive Director of Brightview Senior Living in Danvers, Massachusetts, where she has served since 2022. She brings more than 14 years of leadership experience with Brightview, previously serving as Executive Director of Brightview Rolling Hills for more than a decade. Deanna holds a Master's Degree in Public Health, with a focus on Policy and Management, and a Bachelor's Degree in Sociology from the University of Massachusetts Amherst. Her leadership experience encompasses senior living operations, management, marketing, and team development. She is passionate about creating strong communities where residents and associates can thrive and takes pride in recognizing and developing the people who make senior living meaningful.

Ellen Meagher



Program Director — Benchmark at Tatnuck Park

Ellen Meagher oversees all programming for both the traditional assisted living and memory care communities at Tatnuck Park in Worcester, MA. With nearly 20 years of experience in senior living and memory care, Ellen is passionate about creating engaging, meaningful experiences that enhance residents' quality of life and well-being. Ellen holds a bachelor's degree in Recreational Therapy and a master's degree in Leisure Studies. She is also certified through Drum Fit and Drums Alive to teach Cardio Drumming for older adults, successfully combining therapeutic recreation, cognitive engagement, and physical wellness.

PRESENTER BIOGRAPHIES

Wendy Nowokunski



President & Co-Founder — Northbridge Companies, Immediate Past Chair, Mass-ALA Board

Wendy Nowokunski, co-founder and President of Northbridge Companies, brings over 30 years of senior living leadership, having overseen the development, acquisition, and operations of more than 80 communities across New England. Honored with McKnight's 2020 Women of Distinction Award, she guides Northbridge's vision with a strong focus on culture, resident engagement, and associate well-being. Wendy serves on the board of Mass-ALA, on the Argentum Women in Leadership Committee, and on the ASHA Advisory Council. Under her leadership, Northbridge has consistently been recognized by The Commonwealth Institute as a Top Woman-Led Business. She is also co-founder and board member of the One Angel Foundation.

Loren Odom



National Sales Consultant — ECP

Loren Odom brings over a decade of hands-on experience in long-term care, including two years as an Administrator, four years as a CNA, and two years as a supervisor in assisted living and memory care. With six years at ECP, Loren guides senior living communities in adopting innovative solutions like eMAR, EHR, CRM, move-in, and billing systems. His expertise enables him to deliver actionable strategies that streamline operations, enhance care, and align with industry trends.

Nike Ojelabi, PhD, MPP



Researcher and Aging Advocate — Zoe Senior Care Foundation

Dr. Ojelabi is a researcher, policy advocate, and higher education administrator with expertise in aging, elder justice, immigrant inclusion, and nonprofit advocacy. She currently serves as Assistant Director of Testing at Quinsigamond Community College. Previously, she was a Research Consultant at the Center for Social Policy at UMass Boston and an Assistant Project Director at the Education Development Center, where she contributed to the National Collaboratory to Address Elder Mistreatment and a case study of Massachusetts Adult Protective Services (APS). As Founder of the Zoe Senior Care Foundation and Facilitator of the Foundation's Senior Group, she works to promote healthy aging, social connection, and support for older adults and caregivers. She was recognized with the 2022 Tamkin Scholar Award and holds a Ph.D. in Public Policy from UMass Boston.

Jeremy Par



Director of Operations — Fire Equipment Incorporated

Jeremy Pare is Director of Operations at Fire Equipment Incorporated, where he oversees operations for a leading New England fire protection company. With nearly two decades of experience at FEI, Jeremy has held leadership roles in service operations and general management, developing extensive expertise in fire protection systems, inspections, maintenance, and life safety. His experience includes working with fire sprinklers, fire alarms, suppression systems, and other critical fire protection services.

Kerri-Anne Pendergast



Director of Brand Experience — Senior Living SMART

Kerri-Anne Pendergast oversees digital visibility strategies, including content marketing, graphic design, and social media, while leading the Creative Services team at Senior Living SMART. With a keen eye for digital trends and a passion for creative execution, she develops and implements integrated strategies that drive engagement, enhance brand presence, and convert interest into move-ins. Based in the Boston area, she brings a robust modern marketing background to the digital senior living space.

PRESENTER BIOGRAPHIES

Nicole Shelton



Compliance and Solutions Manager — ECP

Nicole Shelton leads regulatory strategy at ECP, where she's spent the past nine years overseeing the compliance and solutions team supporting assisted living, memory care, and IDD/group home providers nationwide. She brings direct operator experience to the role, having previously led communities in assisted living, memory care, and independent living, a background that continues to shape her approach today. Day to day, Nicole tracks licensing changes, industry trends, and state-level policy activity, turning it into practical guidance for documentation and readiness. She partners with multi-state operators on how new requirements play out on the ground and is a go-to resource for teams building stronger regulatory habits.

George Silvia III



Senior Engagement Director — Stonebridge at Burlington

George Silvia has spent 5 years in the Senior Living industry and has made a significant impact as a Resident Engagement Mentor for Northbridge Companies. In this role, George supports Northbridge communities, helping them enhance their resident engagement programs and create inclusive spaces for Residents and Associates. His exceptional contributions to the industry have been recognized with prestigious accolades, including the 2023 MASS ALA Excellence in Program Innovation Award and the 2024 Argentum Hero Award.

Lyn Skarmeas



VP & Chief Strategy & Growth Officer — Care Dimensions

Lyn Skarmeas leads strategic growth initiatives, provider relations, marketing and communications, business development, and community partnerships for Care Dimensions. Since joining the organization in 2012, she has played a key role in expanding its reach, strengthening its brand presence, and advancing innovative programs across Massachusetts. With more than 33 years of experience in hospice, home health care, and serious illness care, Lyn is recognized for her data-driven approach to decision-making, leveraging market intelligence and performance metrics to optimize resources, improve organizational performance, and build high-performing teams. She is a graduate of Providence College.

Jay Thomas



Assistant General Counsel, Operations — Atria Senior Living

Jason (Jay) Thomas is Assistant General Counsel–Operations at Atria Senior Living, where he provides legal and regulatory guidance across the organization's assisted living operations. With more than 15 years at Atria, Jay has extensive experience in regulatory compliance, licensure, risk management, litigation, and operational matters. He also works with state regulatory agencies and legislators on issues affecting assisted living. Jay earned his J.D. from Indiana University Maurer School of Law and his B.A. in Government from the University of Notre Dame.

Chris Wasel



President, Strategic Partnerships and Business Development — Vantage Healthcare

Chris Wasel is President, Marketing & Strategic Partnerships for Vantage Healthcare, the largest physician practice of its type in New England providing services to skilled nursing facilities and assisted living facilities. Chris has over 20 years' experience in health care operations, business development, value-based payment consulting, network development, and information technology development.



MASS·ALA
Massachusetts Assisted Living Association

RESOURCE GUIDE 2027

YOUR COMMUNITY.
YOUR CONNECTION.

Your guide.



BE PART OF
THE RESOURCE.

We All
TURN TO.



RESERVATION
DEADLINE

**NOVEMBER
27, 2026**

COMMUNITY FEATURES

AMENITIES

Beauty Salon
Cable / TV Included
Fitness Center
Full Kitchen/Kitchenette
Laundry
Library
Outdoor Space
Pet Friendly
Transportation
WiFi

SERVICES

Housekeeping
Laundry
Medication Management
On-Site Clinical Staff
Rehabilitation
Respite Care
Specialty Care
Transportation

COMMON AREAS

Activity Room
Dining Room
Game Room
Library
Lounge
Private Dining Room

COMMUNITY DETAILS

TOTAL CERTIFIED UNITS:

ASSISTED LIVING	
1-Bedroom Units	80
2-Bedroom Units	42
3-Bedroom Units	30
All Double Units	8
SPECIAL CARE	
SC 1-Bedroom Units	20
SC 2-Bedroom Units	8
SC 3-Bedroom Units	4
SC-Total Units	32

PARENT COMPANY

MANAGEMENT COMPANY

PRIMARY MARKET

DATE ESTABLISHED

1998

FINANCING

Conventional and Private Pay

ADDITIONAL OPTIONS ON CAMPUS

Memory Care

Meadowbrook Senior Living at Riverwalk Commons

Meadowbrook Senior Living
at Riverwalk Commons
25 Riverwalk Drive
Westborough, MA 01581
508-555-1234 FAX 508-555-5678

CONTACT

Jessica Turner
Executive Director
jturner@meadowbrookal.com
meadowbrookal.com

COMMUNITY FEATURES

AMENITIES

Beauty Salon
Cable / TV Included
Fitness Center
Full Kitchen/Kitchenette
Laundry
Library
Outdoor Space
Pet Friendly
Transportation
WiFi

SERVICES

Housekeeping
Laundry
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PARENT COMPANY

MANAGEMENT COMPANY

PRIMARY MARKET

DATE ESTABLISHED

1998

FINANCING

Conventional and Private Pay

ADDITIONAL OPTIONS ON CAMPUS

Memory Care



MEMBER-ONLY OPPORTUNITY.
HAVE YOUR COMMUNITY BE
SEEN BY **THOUSANDS!**



RESERVE YOUR COMMUNITY LISTING ONLINE TODAY!



Reach Thousands Searching for Assisted Living – Advertise in the 2027 Mass-ALA Resource Guide! Now is your chance to be seen.

Every year, thousands of older adults, families, and referral sources turn to one definitive source when searching for assisted living in Massachusetts: the Mass-ALA Assisted Living Resource Guide.

Published every January in both print and digital formats, this signature guide delivers year-round visibility directly to key decision-makers and stakeholders across the Commonwealth.

Why be a part of the 2027 Resource Guide?

- 30+ Years of Authority: Position your brand alongside the most trusted assisted living communities MA.
- Unmatched Reach: Tap directly into families actively seeking care and trusted referral networks.
- 365-Day Exposure: Premium print distribution combined with an interactive digital format ensures continuous engagement all year long

Log in to your member account to register!

SPECIAL GUEST SPEAKERS

Keynote Delivery

Rich Hill, Former Major League Baseball Pitcher



Rich Hill is a Boston-born Major League Baseball pitcher whose remarkable career has spanned more than two decades. A native of Milton, Massachusetts, Hill attended Milton High School and went on to play baseball at the University of Michigan before being selected by the Chicago Cubs in the fourth round of the 2002 MLB Draft.

Over the course of his career, Hill has pitched for numerous Major League organizations, including the Boston Red Sox, Chicago Cubs, Baltimore Orioles, Cleveland Guardians, Los Angeles Dodgers, Oakland Athletics, Minnesota Twins, Tampa Bay Rays, New York Mets, Pittsburgh Pirates, and San Diego Padres. He has earned a reputation for his distinctive curveball, longevity, and perseverance throughout a career that has included multiple comebacks

from significant injuries.

Hill has made multiple stops with the Red Sox, including his memorable 2022 season, when at age 42 he became one of the oldest pitchers in franchise history to make at least 20 starts. He also became the first Massachusetts-born Red Sox pitcher to start on Patriots' Day at Fenway Park.

Beyond baseball, Hill and his wife, Caitlin, have been dedicated to honoring the memory of their late son, Brooks, through the Field of Genes initiative, which supports efforts to help prevent rare genetic and medical conditions.

With more than 20 years in professional baseball and deep roots in Massachusetts, Hill remains a familiar and respected figure to New England baseball fans.

Special Guest Speaker

Whitney Moyer, Chief Operating Officer, Massachusetts Executive Office of Aging & Independence (AGE)



Whitney Moyer is the Chief Operating Officer at the Massachusetts Executive Office of Aging & Independence (AGE), where she oversees operational strategy and policy initiatives for older adults and caregivers across the Commonwealth. Previously, she served as Chief of Long-Term Services and Supports (LTSS) for MassHealth and held senior roles at Commonwealth Care Alliance. Named one of Modern Healthcare's Top 25 Emerging Leaders in 2023, Whitney specializes in complex care delivery, public health policy, and health system integration.

Special Guest Speaker

Robin Lipson, Secretary, Massachusetts Executive Office of Aging & Independence (AGE)

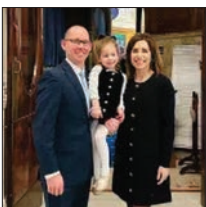


Robin Lipson serves as Secretary of the Massachusetts Executive Office of Aging & Independence, where she leads the Commonwealth's efforts to help residents age with dignity, connection, and independence. With nearly 40 years of experience in health care strategy, policy, and implementation, Secretary Lipson has held leadership roles across public, nonprofit, and private sectors, including serving as Deputy Director of the Massachusetts Medicaid Program and as the first Vice President of Strategic Planning at Blue Cross Blue Shield of Massachusetts. Since joining the agency in 2015, she has been a driving force behind the state's age- and dementia-friendly initiatives, helping more than 200 cities and towns adopt inclusive practices for older adults. As Secretary, she continues to champion

home- and community-based supports that allow individuals to age in place. Secretary Lipson holds a B.A. from Connecticut College and an M.B.A. in Health Care Management from Boston University. A lifelong advocate and family caregiver, she brings both professional expertise and personal insight to her leadership of the agency.

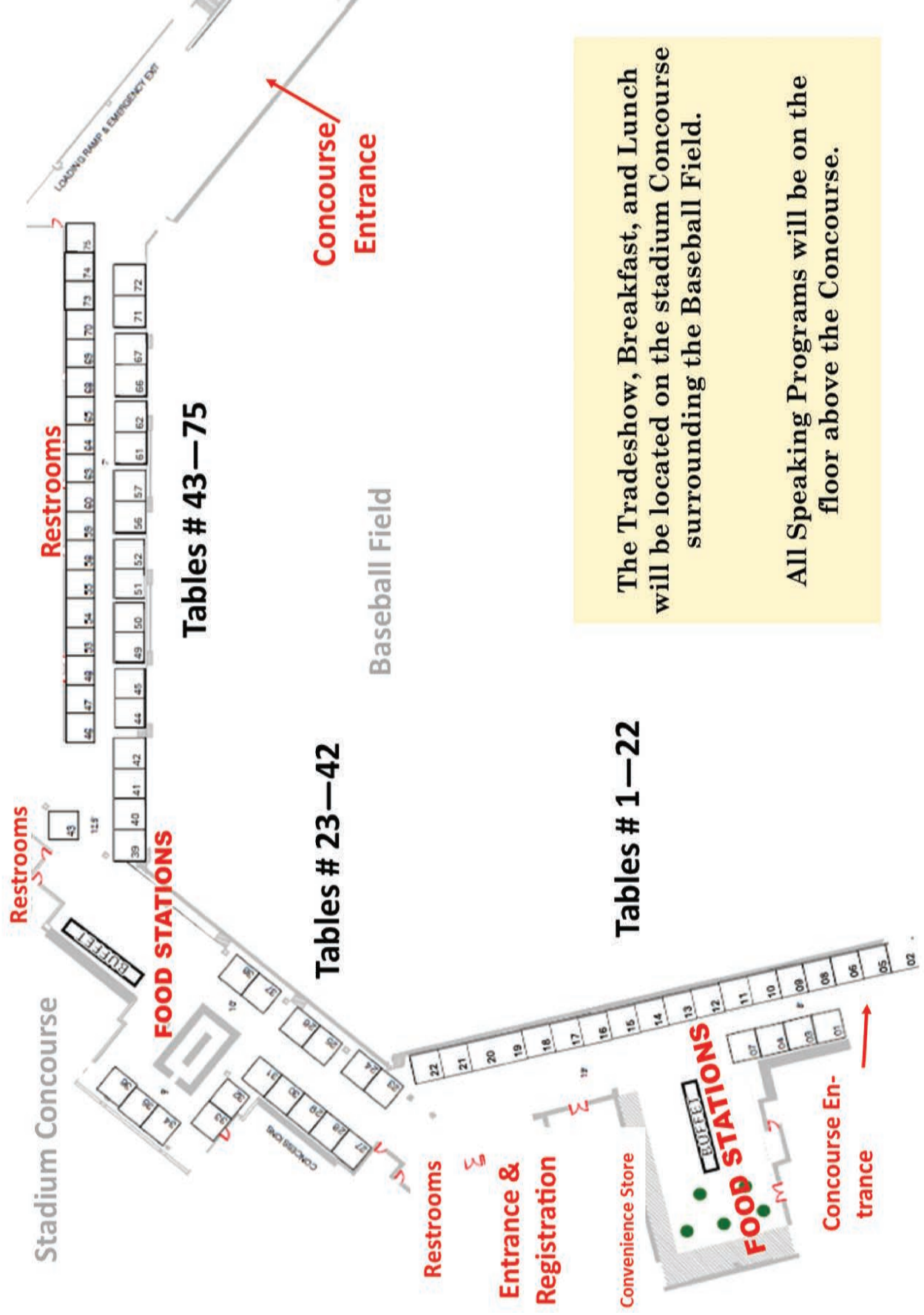
2026 Policymaker of the Year Award Recipient

Richard M. Haggerty, Massachusetts State Representative



Representative Richard M. Haggerty is being honored as Policymaker of the Year for his longstanding support of assisted living in Massachusetts. From helping advance new assisted living residences in Woburn to engaging thoughtfully with Mass-ALA as Chair of the Joint Committee on Housing, he has demonstrated a strong understanding of assisted living's important role in the continuum of housing and care for older adults.

2026 Conference & Tradeshow—Concourse Floorplan



The Tradeshow, Breakfast, and Lunch will be located on the stadium Concourse surrounding the Baseball Field.

All Speaking Programs will be on the floor above the Concourse.

LOWER / EXHIBITOR FLOOR PLAN

UPPER / CONFERENCE ROOMS FLOOR PLAN



We Love Our Member Communities!



EXHIBITOR DIRECTORY

COMPANY	BOOTH #	COMPANY	BOOTH #
4M Building Solutions.....	63	Louis & Clark Pharmacy.....	27
AccentCare Home Health.....	59	MA Care Self-Insurance Group, Inc.....	36
Alliance Health Management Services, LLC.....	73	Massachusetts Behavioral Health Partnership.....	51
Andrews Pharmacy.....	35	MassPACE Association.....	46
ArmGlide.....	68	MedTrust Health Alliance.....	33
August Health.....	13	Member Deals.....	52
BAYADA Senior Living Solutions.....	61	Mobility City of Acton.....	14
BELFOR Property Restoration.....	29	Model 1 Commercial Vehicles.....	5
Benchmark Senior Living.....	41	The Moody Street Group.....	40
Bowdoin Construction Corp.....	50	National Auditing Services & Consulting LLC.....	21
Brighton Hospice.....	66	National Council of Certified Dementia Practitioners.....	20
Brightview Senior Living.....	60	NEPPS.....	26
C.E. Floyd Company, PBC.....	25	Northbridge Companies.....	45
CarePredict.....	65	Nova Leap Home Health.....	56
Caretenders.....	7	Onsite Dental Care / Onsite Hearing Care.....	62
Clean Facilities Group Inc.....	6	Phoenix Textile Corporation.....	37
Curana Health.....	31	Pura Softwash.....	47
Dattco/ DeVivo Bus Sales.....	54	Radius Executive IT Solutions.....	30
Deaconess Abundant Life Services.....	23	re:fab.....	34
Direct Supply.....	24	RegalCare.....	49
Dovetail Companies.....	43	Residex.....	9
ECP Assisted Living Software.....	38	Resonant Energy.....	10
EF Senior Care.....	18	Sage Health.....	11
ESL Distributing, LLC.....	3	Sallop Insurance Inc.....	67
The Estate Kings LLC.....	12	Senior Living Residences, LLC.....	2
FH Assistive Technology and Services LLC.....	53	SMD Inc.....	28
Fire Equipment Incorporated.....	71	Snapchef.....	58
GeriTech.....	19	South Coast Improvement Company.....	39
Gordon Food Service.....	32	Sunbound.....	48
HallKeen Assisted Living Communities.....	42	Tecta America New England.....	44
HealthPRO Heritage.....	64	Terracon Consultants.....	1
HPS.....	72	Teton.....	69
HPSI Purchasing Services, Inc.....	22	Torrey Enterprises, LLC/teachUCPR.com.....	4
Hughes Health and Wellness.....	16	USI Insurance Services.....	57
Inspiren.....	15	Vantage Healthcare.....	55
The Junk Removers.....	17	Zagwear Inc.....	8
Letourneau's Compounding Pharmacy and Home Medical Equipment.....	70		

Make sure to visit all the Exhibitors to see the exciting things they have to offer!



*Independent Living
Assisted Living
Memory Care*

*Helping seniors live well
for over 75 years.*

BRIGHTON

Providence House at
Corey Park

MARSHFIELD

Village at
Proprietors Green

DUXBURY

Duxbury House &
The Village at Duxbury

WEST GROTON

RiverCourt
Residences

HINGHAM

Allerton House
Hingham

WEYMOUTH

Allerton House
Weymouth

www.WelchSeniorLiving.com



EXHIBITORS

BOOTH #63

4M Building Solutions

2827 Clark Avenue | St. Louis, MO 63103

617-992-1254

www.4-m.com

4M provides essential cleaning and maintenance for your facility, giving you peace of mind. We deliver a Precision-Grade Clean™ through proven, standardized processes like 4M Building Solutions CleanPath™, ensuring consistency, accountability, and measurable results in every space we serve. Our expertise spans specialized needs too, including commercial kitchen cleaning company capabilities, patient rooms and common space cleaning, laundry and linen cleaning, exterior window-cleaning (hi-rise and low rise), waterproofing, high-power pressure washing, and comprehensive carpet and floor care expected from leading commercial floor cleaning companies. We specialize in Senior Care Facilities and make sure the facility and staff are consistent with DPH requirements.

CONFERENCE SPONSOR

BOOTH #59

AccentCare Home Health

30 Perwal Street | Westwood, MA 02090

781-551-5600

www.accentcare.com

AccentCare is a nationwide leader in post-acute and in-home healthcare, with more than 250 branches providing high-quality Home Health and Hospice services. Our evidence-based approach includes skilled nursing, rehabilitative therapy, condition-specific programs, and specialized Behavioral Health services, including a Late-Life Depression Program designed to support older adults through anxiety, depression, and significant life transitions. In Massachusetts, AccentCare serves patients through branches in Norwood and Fall River, with an additional location planned for FY27. Combining national resources with local expertise, our teams collaborate across the care continuum to improve quality of life and help patients receive the right care, wherever they call home.

BOOTH #73

Alliance Health Management Services, LLC

144 Turnpike Road, Suite 220 | Southborough, MA 01722

508-737-7047

www.alliancehhs.org

Alliance Health & Human Services is a registered 501(c)3 not-for-profit corporation that delivers skilled nursing and rehabilitation care for elders, quality end-of-life care and specialized therapeutic foster care programs for at-risk children. We are dedicated to improving and enriching the lives of elders and children.

SPONSOR

BOOTH #35

Andrews Pharmacy

324 Weston Road | Wellesley, MA 02482

781-235-1001

www.andrewspharmacy.com

Andrews is a full service, family-owned and operated pharmacy that has been servicing the community for over fifty years. We have computerized patient profiles and accept all major insurance plans. Our specialty is providing medication compliance packaging to Assisted Living facilities and individuals with medication management needs. In addition to the prescription services, we offer a complete line of health, beauty aids, medical supplies, toys, gift items, greeting cards and sundries.

BOOTH #68

ArmGlide

1217 Iris Street | San Luis Obispo, CA 93401

805-305-9367

www.armglide.com

ArmGlide is an innovative resistance tool designed for shoulder and arm recovery, strengthening, and training. It allows users to engage in controlled resistance exercises and is ideal for physical therapy, sports training, and injury prevention.

BOOTH #13

August Health

2021 Fillmore St | San Francisco, CA 94115

508-463-7519

www.augusthealth.com

August Health is the easy-to-use EHR platform that caregivers love, known for improving care quality, simplifying compliance, and enabling better care tracking and analytics. Designed with senior living experts and built by world-class engineers, the software platform makes it easier for communities to provide the best care. Through August Intelligence, the platform offers AI-powered insights that help communities act more quickly and confidently.

EXHIBITORS

SPONSOR

BOOTH #61

BAYADA Senior Living Solutions

20 North Park Avenue | Plymouth, MA 02360

774-320-5849

www.bayada.com

BAYADA Senior Living Solutions, a specialty practice within BAYADA, is a leader in evidence-based rehabilitative health care. We partner with senior living communities to implement outcome driven, customized care planning through a complete wellness continuum to optimize resident vitality from one home health company.

We offer Home Health, Outpatient, Fitness, Assistive Care and variety of other health care options to assist your community. Our goal is to help you increase resident length of stay, address rising acuity needs and to ensure you are well positioned in the health care marketplace through sharing our transparent data analytics that we can share with referral sources.

BOOTH #29

BELFOR Property Restoration

138 Bartlett Street | Marlborough, MA 01752

508-485-9780

www.belfor.com

When disaster damages a property, it can be an overwhelming task to quickly get all the players in place. That's where BELFOR comes in. One phone call day or night, puts the North American leader in property restoration into action to stabilize and assess your damage, work with the insurance company, and provide every restoration service you need. BELFOR | Restoring More Than Property

CONFERENCE SPONSOR

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BOOTH #41

Benchmark Senior Living

201 Jones Road, Third Floor West | Waltham, MA 02451

781-489-7100

www.benchmarkquality.com

Benchmark is the largest provider of mind and memory care in New England and has been at the forefront of this specialty throughout its history. Today, the company operates 11 communities dedicated to memory services and nearly all its communities offer personalized, needs-based mind and memory care.

BOOTH #50

Bowdoin Construction Corp.

220-1 Reservoir Street | Needham Heights, MA 02494

781-444-6302

www.bowdoinconstruction.com

Founded in 1973, Bowdoin Construction has established itself as a leader in the industry, providing preconstruction planning, construction management, general contracting, and design-build services throughout New England. We attribute our success to our solutions-based approach to the design and construction process, which has earned us the reputation as a key collaborator on project teams from the inception of design to project completion. Our focus on quality, service and delivering the best overall value has resulted in long-term relationships rooted in trust.

BOOTH #66

Brighton Hospice

1234 Chestnut St | Newton, MA 02464

401-263-1193

www.brightonhospice.com

Hospice Care in Massachusetts

SPONSOR

BOOTH #60

Brightview Senior Living

218 N Charles St | Baltimore, MD 21201

410-962-0595

www.BrightviewSeniorLiving.com

Brightview Senior Living offers Independent Living, Assisted Living and Dementia Care. Brightview truly is a Great Place to Work. We're proud to create an environment where our associates can thrive, grow, and make a meaningful difference every day.

BOOTH #25

C.E. Floyd Company, PBC

200 Baker Avenue | Concord, MA 01742

508-797-8155

www.cefloyd.com

Repositioning your community? Ambitious ideas for your campus? Looking for new programming opportunities? Let's build your vision together.

C.E. Floyd, a Certified B Corp, is a construction and planning firm in Concord, MA and Middletown, CT. We've completed roughly 130 projects on more than 65 senior living campuses, totaling over \$1B in construction value, including for LCB Senior Living, Monarch Communities, and Benchmark

EXHIBITORS

Senior Living. We have work in progress at Brooksby Village, North Hill, and Lasell Village.

We Make Every Number Count. We care about the budget and the timeline. But the numbers that really get us excited are the ones that engineer the most value, help protect the planet, and help us earn the complete confidence and trust of our clients, the people we work with, and the communities that depend on the buildings we construct. We care that our client satisfaction rate is 9.1/10 and our repeat and referral rate is 93%.

We care about every one of our impact metrics and project performance targets. Because when we care about the numbers, we can help build a better future we can all count on.

BOOTH #65

CarePredict

600 N Pine Island Rd | Plantation, FL 33324

800-608-7188

www.carepredict.com

CarePredict is a resident care platform powered by an AI wearable that continuously monitors daily activity patterns to flag subtle health shifts, empowering staff, and align care plans to each resident's changing needs.

BOOTH #7

Caretenders

287 Turnpike Road | Westborough, MA 01581

508-366-7031

www.lhcgroup.com

Caretenders is America's largest provider of supportive home health care to assisted living residents.

BOOTH #6

Clean Facilities Group Inc.

1264 Main Street | Waltham, MA 02451

781-894-4828

www.cleanfacilitiesgroup.com

Clean Facilities Group offers the highest quality contract environmental services available to skilled nursing and assisted living centers. Our housekeeping and laundry programs provide your facility with a constant level of quality and a clean sanitary flow of linen, while substantially reducing costs, saving you valuable time and increasing peace of mind.

BOOTH #31

Curana Health

8911 N. Capitol of TX Hwy, Bldg. 1 #1110

Austin, TX 78759

877-279-5960

www.curanahealth.com

Curana Health is transforming the healthcare experience for senior housing residents with a next-gen clinical care engine that drives better health outcomes for residents and better business performance for operators.

Our comprehensive care model combines best-in-class clinical care delivery, wraparound care management services, and cutting-edge AI tools to alleviate provider burden, prevent unnecessary resident hospitalizations, and improve building occupancy and financial margin.

We also partner with SNFs and SL facilities to implement value-based care solutions — including Accountable Care Organizations and Institutional Special Needs Plans — that align business goals with resident care goals.

BOOTH #54

Dattco/ DeVivo Bus Sales

315 South street | New Britain, CT 06051

508-294-4969

www.DeVivobus.com

We offer Wheelchair Accessible Buses and Vans and Ramp Vehicles. We have a number of service location throughout Massachusetts.

BOOTH #23

Deaconess Abundant Life Services

80 Deaconess Road | Concord, MA 01720

978-402-8620

www.deaconessservices.org

Clinician lead, not-for-profit private home care agency

BOOTH #24

Direct Supply

7301 W Champions Way | Milwaukee, WI 53223

800-607-1491

www.directsupply.com

Simplify senior care operations and cut costs with Direct Supply's comprehensive AI-optimized solutions. With access to over one million products, AI-optimized procurement tools delivering 10%+ savings, and advanced tools for building management, we help providers enhance efficiency and achieve optimal performance. Our resilient, data-driven supply chain ensures smarter solutions that improve outcomes and maximize budgets. Learn more at DirectSupply.com.

EXHIBITORS

BOOTH #43

Dovetail Companies

9 Fenway Street | Wilmington, MA 01887
617-227-1600

www.dovetailcompanies.com

Dovetail Companies helps older adults, families, and professionals navigate life's most significant transitions with greater calm, clarity, and connection. Through personalized planning, rightsizing and move support, senior living guidance, and real estate services, we simplify complex decisions and create clear paths forward. Our mission is to help people move through change with confidence, dignity, and the support they need every step of the way.

BOOTH #38

ECP Assisted Living Software

PO Box 326 | East Troy, WI 53120
262-684-5600

www.ecp123.com

ECP is a software provider used by over 8,500 assisted living communities, IDD care settings, and other long-term care providers with four main modules: eMAR and EHR, CRM, and Billing.

CONFERENCE SPONSOR

BOOTH #18

EF Senior Care

15 Richards Road, Suite 1 | Plymouth, MA 02360
617-702-2644

www.efseniorcare.com

EF Senior Care helps dozens of ALRs across the Commonwealth. Our clinical, operations, and financial experts help communities improve staff culture, resident safety and satisfaction, occupancy, and profitability. We prepare ALRs to deliver Basic Health Services by assisting with resident assessments, benchmarking staff capabilities, designing training and development programs, and ensuring compliance under increased EOAI scrutiny. We have first-hand experience as owners and help Owners, Boards and executive teams delivered improved performance.

BOOTH #3

ESL Distributing, LLC

16 Main Street | Pittsfield, NH 03263
603-435-7521

www.esldistributing.com

ESL Distributing, LLC provides resident safety systems to Senior Living Communities throughout New England. We offer Lifeline systems, Tektone Systems, Ialert Systems and other resident safety products.

BOOTH #12

The Estate Kings LLC

17 Pier View Ave | Revere, MA 02151
617-286-6757

www.TheEstateKings.com

We specialize in life transitions including general downsizing, moving into an assisted living facility, 55+ community, or retirement home. We can either sell your items at an estate sale, consign them to our auction house, make an outright purchase of select items, or offer a complete clean-out. We were built to handle every need an assisted living or retirement community could possibly have with personal property or real estate.

BOOTH #53

FH Assistive Technology and Services LLC

160 Alewife Brook Pkwy #1475 | Cambridge, MA 02138
617-251-1116

www.fhassistivetech.com

FH Assistive Technology is committed to discovering and delivering innovative, high-quality, and affordable assistive technology solutions from around the world. Our mission is to empower seniors, individuals with disabilities, and people with functional limitations to achieve greater independence, safety, and quality of life through accessible technology. We collaborate with leading manufacturers and technology partners to provide a carefully curated portfolio of assistive products, including mobility solutions, bathroom safety equipment, rehabilitation devices, daily living aids, and smart assistive technologies. By combining global product resources with local market expertise, we help healthcare providers, assisted living communities, home care organizations, distributors, and end users access reliable solutions that improve everyday living. Beyond product distribution, FH Assistive Technology is dedicated to fostering innovation, building strategic partnerships, and promoting the adoption of assistive technology across healthcare and community settings. Guided by our core values of dignity, professionalism, empathy, innovation, and accessibility, we strive to become a trusted bridge connecting global innovation with the evolving needs of the U.S. assistive technology market.

BOOTH #71

Fire Equipment Incorporated

20 Hall Street | Medford, MA 02155
781-866-4607

www.feinewengland.com

At FEI, we are your trusted fire protection partner with over 96 years of experience. We lead the industry in providing reliable, code-compliant fire safety systems across New England.

EXHIBITORS

Whether you're managing facilities or running a business, we offer expert care in fire alarms, sprinklers, suppression systems, and more. From inspections and maintenance to installations and emergency services, FEI handles all your fire protection needs, reducing risks and disruptions while maximizing safety and compliance.

BOOTH #19

GeriTech

401 Main Street, Suite 205 | Salem, NH 03079

603-945-9909

www.GeriTech.com

GeriTech is New England's Premiere technology partner specializing in Senior Living. We provide the design, installation, and maintenance of critical systems such as Door Access Control, Wired and Wireless Nurse Call, Wander Management, Video Surveillance, and Network Infrastructure. Located in Salem, New Hampshire GeriTech is your Local choice for superior products and services.

BOOTH #32

Gordon Food Service

630 John Hancock Rd | Taunton, MA 02780

336-312-5192

www.gfs.com

For over 125 years, Gordon Food Service has delivered the excellence, expertise and quality products that healthcare and senior living operators need to succeed. As the largest family-operated broadline food distribution company in North America, we partner with you to bring top quality products, reliable service, and fresh ideas.

SPONSOR

BOOTH #42

HallKeen Assisted Living Communities

1278 Flanders Road | Mystic, CT 06355

978-407-7756

www.hkassistedliving.com

Based in Massachusetts, HallKeen has been providing assisted living and cognitive health services to communities throughout New England since 2004, and now also serves the Washington, DC area. The company is dedicated to supporting its residents and associates while working to make assisted living more affordable through programs such as the federal Low Income Housing Tax Credit (LIHTC).

BOOTH #64

HealthPRO Heritage

1 Marcus Dr Ste 102 | Greenville, SC 29615

469-878-9273

www.healthpro-heritage.com

HealthPro Heritage helps healthcare providers thrive by delivering innovative rehabilitation, wellness, and consulting solutions that improve patient outcomes and support operational excellence. We offer flexible therapy models, both in-house and outsourced, alongside consulting services spanning clinical reimbursement, quality measures, activities, restorative care, and wellness. We proudly partner with organizations across the continuum of care, including skilled nursing facilities, independent living communities, supportive living communities, memory care communities, and continuing care retirement communities. With deep industry expertise and a commitment to innovation, we are built to be a long-term strategic partner in an environment that continues to evolve.

BOOTH #72

HPS

3275 N M37 Hwy | Middleville, MI 49333

800-632-4572

www.hpsgpo.com

Group Purchasing Organization

SPONSOR

BOOTH #22

HPSI Purchasing Services, Inc.

102 Emick Lane | Cazenovia, NY 13035

315-415-5099

www.hpsionline.com

HPSI is the nation's most experienced senior living and skilled nursing procurement services company. And we've partnered with Mass-ALA to give their members great savings opportunities as a Group Purchasing Partner. Visit our table to learn more!

BOOTH #16

Hughes Health and Wellness

100 Long Pond Road, #1803 | Plymouth, MA 02362

508-747-0780

www.hugheshealthandwellness.com

Premier house calls practice dedicated to providing exceptional primary care, dementia care, and foot care services to residents of assisted living communities.

EXHIBITORS

BOOTH #15

Inspiren

19 Morris Ave Building 128 Cumberland Gate
Brooklyn, NY 11205
619-851-4874

www.inspiren.com

Inspiren offers the most complete and connected ecosystem in senior living. Our integrated solutions seamlessly fit into existing workflows, capturing everything happening within a community. Backed by nurse specialists and powerful AI, we provide the data operators need to make informed clinical and operational decisions driving efficiency, profitability, and better care outcomes.

BOOTH #17

The Junk Removers

465 Turnpike Street | Canton, MA 02021
617-875-7442

www.thejunkremovers.com

We are an award winning junk removal and cleanout business that provides outstanding services specifically to seniors downsizing, or moving from assisted living facilities.

BOOTH #70

Letourneau's Compounding Pharmacy and Home Medical Equipment

349 North Main Street | Andover, MA 01810
978-995-6828

www.lcpcares.com

Letourneau's Pharmacy and Home Medical Equipment

BOOTH #27

Louis & Clark Pharmacy

155 Brookdale Drive | Springfield, MA 01104
413-781-2996

www.Medibubble.com

Independently owned long-term care pharmacy specializing in innovative solutions to manage residents' complex medication regimens.

BOOTH #36

MA Care Self-Insurance Group, Inc.

P.O. Box 859222-9222 | Braintree, MA 02185
800-790-8877

www.coverrisk.com

Workers' Compensation Solutions for Senior Care
A tailored workers' compensation program designed specifically for the senior care industry. We deliver meaningful cost savings and long-term dividend potential,

backed by expert safety consulting and proactive claims management. Proudly serving facilities across the Commonwealth.

BOOTH #51

Massachusetts Behavioral Health Partnership

200 State Street, Suite #305 | Boston, MA 02109
571-837-0786

www.masshelpline.com

This is a free resource for mental health and substance use which is available to all residents of the Commonwealth. It is available 24/7/365.

BOOTH #46

MassPACE Association

PO Box 343 | Worcester, MA 01613
413-335-5071

www.masspace.net

MassPACE is a non-profit 501(c)(6) association which serves to support its affiliated PACE (Programs of All Inclusive Care for the Elderly) organizations to advance and grow their healthcare membership. An alternative to nursing home placement, PACE is a federally and state funded provider of medical care and in-home services which also serves as a health insurer. This unique arrangement ensures that decisions about medical coverage are in the hands of the member and their health care team.

BOOTH #33

MedTrust Health Alliance

1420 E Augustine Ln Ste 3 | Fayetteville, FL 72703
417-255-3348

www.medtrusthealth.com

A Fresh Approach to Group Purchasing. MedTrust Health Purchasing Alliance is leading the way in group purchasing for Senior Care homes by partnering with the best vendors and offering transparent programs while bringing significant savings. We specialize in meeting the specific needs of long-term care providers.

BOOTH #52

Member Deals

19495 Biscayne Blvd, 300 | Aventura, FL 33180
954-663-8028

www.memberdeals.com

EBG is the industry leader that offers perks with the brands you know and love. This includes exclusive discounts not available to the general public. We work with small and large organizations alike. This includes AAA, USAA, Sam's Club, and T-Mobile as some of our best-known partners that offer our discounts to their customers.

EXHIBITORS

BOOTH #14

Mobility City of Acton

155 Great Rd. Ste B | Acton, MA 01720

351-230-1509

www.mobilitycity.com/acton-ma

Mobility City of Middlesex MA is a local, family-owned resource for mobility equipment sales, rentals, repairs, and maintenance. We partner with assisted living communities to help keep residents safe and mobile through convenient on-site service, equipment repairs, and mobility maintenance events. From wheelchairs and scooters to lift chairs, hospital beds, and more, our team is committed to helping residents maintain their independence and quality of life.

BOOTH #5

Model 1 Commercial Vehicles

9225 Priority Way, Suite 300 | Indianapolis, IN 46240

909-703-0216

www.model1.com

At Model 1, we specialize in finding creative solutions for your transit needs. With access to the nation's largest commercial vehicle inventory, we can help you find exactly what you need for your fleet. And when the right solution doesn't exist, we'll help create it. More than that, we'll help you look to the future and help you make decisions that set you up for success long-term. When you're ready to take a leap forward, turn to Model 1.

BOOTH #40

The Moody Street Group

134 Rumford Avenue, Suite 201 | Newton, MA 02466

617-916-5155

www.moodystreet.com

The Moody Street Group, LLC, a General Agency of American United Life Insurance Company® (AUL), a OneAmerica® company, offers a variety of insurance and financial products and services to individuals, executives, professional, and business owners. The Mission of The Moody Street Group, LLC is to assist clients with their personal and business goals that will help secure their financial future with financial services based on their needs and values.

BOOTH #21

National Auditing Services & Consulting LLC

500 Purdy Hill Road | Monroe, CT 06468

203-993-6626

www.nascaudits.com

NASC is an auditing and cost recovery service company, focusing on utility bill auditing and recovery. More than likely, the reason you are visiting our website is because you believe

your business is possibly being overcharged on its utility bills. Industry statistics have confirmed your suspicions that consumers are being overcharged and the percentage has been on the rise. Without the help of a professional with experience in the field who understands the complex billing structure of your utility company, you may never know where the errors occur and simply continue to overpay each month. Not only will we make sure to put a stop to it, but we will also secure retro-active overpayment made to your utility account.

BOOTH #20

National Council of Certified Dementia Practitioners

One Main Street | Sparta, NJ 07871

862-391-8191

www.nccdp.org

Making a positive difference in dementia is our priority, setting the standard for dementia care is how we plan to do it!

BOOTH #26

NEPPS

250 Sheldon Road | Manchester, CT 06042

800-899-7264

www.nepps.com

NEPPS is a systems integrator specializing in nurse call, wander management, access control, and CCTV.

SPONSOR

BOOTH #45

Northbridge Communities

71 Third Avenue | Burlington, MA 01803

781-272-2424

www.northbridgecommunities.com

Northbridge Communities is a locally owned senior living company that has been serving seniors and their families throughout New England for more than 20 years, offering Independent Living, Assisted Living, and Avita Memory Care. We believe every resident deserves personalized support, meaningful connections, and the freedom to continue living a life filled with purpose and joy. Through engaging programs, exceptional dining, and compassionate care, we're proud to help our residents live well and love life.

EXHIBITORS

BOOTH #56

Nova Leap Home Health

490 Shrewsbury Street, Suite 15
Worcester, MA 01604
508 842-5576

www.novaleaphealth.com

At Nova Leap Home Health, we believe exceptional care begins with trusted partnerships. We provide personalized home care and professional care management services that help older adults and individuals with complex needs remain safely at home while supporting families through every stage of the care journey. Our experienced team works collaboratively with healthcare professionals and community partners to ensure seamless transitions, improved outcomes, and compassionate, client-centered care.

BOOTH #62

Onsite Dental Care / Onsite Hearing Care

120 Water Street Ste 405 | North Andover, MA 01845
508-414-3181

www.onsitedentalcare.net

Onsite Dental and Hearing Care provide full service care to residents of Assisted Living Communities in MA, CT and RI.

BOOTH #37

Phoenix Textile Corporation

21 Commerce Dr | O'Fallon, MO 63366 | 636-542-5771
www.phoenixtextile.com

Since 1983, Phoenix Textile has been dedicated to providing high-quality products and services to long-term care, senior living and the acute care marketplaces across the country. We offer a broad range of products, including textiles, linen and customized uniform programs. In addition, our Interiors portfolio of products includes furniture, artwork, window treatments, privacy curtains, bedspreads and specialized interior design services. Our turnkey FF&E solutions help healthcare facilities create environments that support compassionate care and improve resident outcomes. Our customer-focused approach and commitment to value-based products positively impact the Health and Comfort™ of residents, families, and caregivers.

Partnering with Phoenix Textile means collaborating with seasoned interior design specialists who possess a keen understanding of effective design solutions. Our team will evaluate your specific needs and develop a design that exceeds your expectations. With our comprehensive approach, we streamline the entire process, allowing you to concentrate on your core responsibilities while we manage the intricate details.

BOOTH #47

Pura Softwash

492 Old Toll Rd | Madison, CT 06443
203-404-5411

www.purasoftwash.com

Pura SoftWash is a leading provider of exterior building cleaning services, specializing in soft washing, drone-assisted cleaning, and high-reach maintenance for residential, commercial, and institutional properties. Our innovative approach eliminates the need for ladders and lifts on many projects, improving safety while delivering exceptional results on roofs, siding, windows, solar panels, and other exterior surfaces. As a veteran-owned business, we combine cutting-edge technology with outstanding customer service to protect and enhance the value of every property.

BOOTH #30

Radius Executive IT Solutions

40 Shattuck Road, Ste 209 | Andover, MA 01810
978-528-0110

www.radiusits.com

Radius Brands brings together Radius Executive IT Solutions and Radius ECS to deliver a single, seamlessly managed experience covering IT, cybersecurity, and physical security — so healthcare and human services organizations never have to manage multiple vendors for the same building. Purpose-built for care-driven environments, Radius is the MSP of the Future: where technology, compliance, and facilities protection work as one — not as an afterthought.

BOOTH #34

re:fab

328 Bedford Street | Lakeville, MA 02347
833-807-3322

www.refabpro.com

re:fab is a full-service commercial painting, renovation, and maintenance contractor serving clients across all of New England down to Central Florida. We partner with healthcare, assisted living, multi-family, retail, education, and commercial facilities to deliver high-quality projects with minimal disruption to residents, patients, staff, and daily operations. From routine maintenance to large-scale renovations, re:fab provides reliable, responsive solutions that help facilities stay safe, functional, and looking their best.

EXHIBITORS

BOOTH #49

RegalCare

111 Headwaters Drive | Harwich, MA 02645
401-230-3129

www.regalcare.org

At RegalCare, we take pride in our resident-centered philosophy and approach to care. Whether in our short-term rehabilitation, long-term skilled nursing or specialty programs, this philosophy is reflected in our commitment to promoting optimum independence and quality of life for all those who pass through our doors.

BOOTH #9

Residex

6455 Yosemite Street | Greenwood Village, CO 80111
866-512-8369

www.residex.ai

Residex® delivers intelligent care through a secure, all-in-one platform that empowers caregivers with data-driven tools for smarter, safer, and more efficient care. With expert nursing support and proactive insights, Residex helps prioritize well-being and drive better outcomes.

CONFERENCE SPONSOR

BOOTH #10

Resonant Energy

109 Kingston Street, Second Floor | Boston, MA 02111
617-294-6042

www.resonant.energy

Resonant Energy is a community-based solar provider based in Boston. Our mission is to reduce or eliminate energy costs in underinvested communities by designing and installing solar projects for nonprofits, affordable multifamily housing, and senior living.

BOOTH #11

Sage Health

123 W 18th St | New York, NY 10011
978-473-9526

www.sagehealth.com

Sage is the care intelligence platform for senior living and skilled nursing, unifying advanced hardware like nurse call, fall management, and wander management with intuitive caregiver workflows. By empowering care teams with technology they love to use, Sage helps improve resident outcomes, capture high-value data, and deliver actionable insights that help leaders improve operations and key business metrics, including NOI.

SPONSOR

BOOTH #67

Sallop Insurance Inc.

25 New Chardon Street | Boston, MA 02114
617-488-6613

www.sallop.com

Insurance Services and Risk Management for Assisted Living Operators in MA for over 3 decades!

CONFERENCE SPONSOR

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BOOTH #2

Senior Living Residences, LLC

45 Braintree Hill Office Park, Suite 306
Braintree, MA 02184
617-268-9140

www.seniorlivingresidences.com

Senior Living Residences is guided by our Right Values, with Resident Quality of Life at the forefront of all we do. Everyone at SLR, from our founders to our caregivers, is dedicated to serving the aging community, and our approach centers around treating the needs of the whole person. We've formed strategic partnerships with organizations that share these values, such as Oldways Health Through Heritage. We also provide resources to the greater community at no cost including caregiver support groups and several award-winning public education campaigns. Read more to find out what makes SLR's approach special!

BOOTH #28

SMD Inc

43 Warehouse Point Rd | Wallingford, CT 06492
860-558-9753

www.smdinc.net

SMD is a developer and distributor of customized systems designed to enhance resident safety. Those systems include nurse call, wandering resident, door & building security and environmental monitoring systems. We also offer staff duress alarms so providers can demonstrate their commitment to staff safety too!

EXHIBITORS

BOOTH #58

Snapchef

44 Southbridge St | Worcester, MA 01608

888-504-2433

www.snapchef.com

Snapchef provides culinary staffing, training, and workforce solutions to assisted living and senior living communities throughout the Northeast. From immediate staffing needs and long-term placements to workforce development and customized consultation, we help organizations strengthen their dining teams and address workforce challenges so they can deliver exceptional service to their residents.

BOOTH #39

South Coast Improvement Company

13 Marconi Lane | Marion, MA 02739

617-388-3709

www.southcoastimprovement.com

South Coast Improvement Company (SCIC) is a rapidly scaling national general contractor — and a recognized category leader in occupied renovations and complex construction. Founded in 1998 by Tom Quinlan, SCIC has built its business by doing what most contractors avoid: delivering technically demanding, multi-phase projects inside fully operational environments where safety, precision, and communication are non-negotiable.

Operating nationwide from offices in Massachusetts (headquartered in Marion) and Florida (Palm City), SCIC executes projects across the country with the ability to mobilize teams wherever clients need them.

Our work spans senior living, healthcare, and hospitality, along with education and commercial sectors — environments where construction directly impacts people, operations, and experience.

We are a licensed general contractor in multiple states, enabling us to deliver projects seamlessly across jurisdictions. What differentiates SCIC is not just what we build, but how we build it. We specialize in complex renovations, infrastructure upgrades, and phased construction in active facilities — projects that require detailed planning, risk mitigation, and constant coordination. This capability has fueled consistent growth and positioned SCIC as the partner of choice for organizations that cannot afford disruption.

BOOTH #48

Sunbound

650 Massachusetts Avenue NW Floor 6

Washington, DC 20001

623-263-9162

www.sunbound.ai

Sunbound is the first AI-powered Revenue Operating System built for senior living operators. By unifying financial admissions screening, private payments, and end-to-end RCM — with embedded working capital from receivables already in motion — Sunbound gives operators predictable cash flow, reduced administrative burden, and the financial clarity to focus on what matters most: resident care.

BOOTH #44

Tecta America New England

2 Sterling Rd Unit 1 | North Billerica, MA 01862

978-436-9990

www.tectaamerica.com

Tecta America New England provides commercial and industrial roofing solutions to businesses in the Northeast: new construction, reroofs, emergency roof repair, inspections, and preventive maintenance.

BOOTH #1

Terracon Consultants

2 Gill St Suite J | Woburn, MA 01801

781-424-7580

www.terracon.com

From environmental consulting services to geotechnical engineering, construction materials testing, and facility engineering, we forge new paths to provide you with strategic foresight to unlock new opportunities. With decades of data advancing our intelligence, we minimize your risk along the way. From the fundamental to the complex, we have the people and resources to tell you what you need to know and keep your initiative on track.

BOOTH #69

Teton

800 North State Street | Dover, DE 19901

973-986-4635

www.teton.ai

Teton is the autonomous operating system for care. We turn every room, shift, and signal into action. Using a sensor system and an intuitive application, we give care teams the visibility to intervene earlier, the workflows to respond faster, and operators the consistency to run a measurably better business across every site.

EXHIBITORS

BOOTH #4

Torrey Enterprises, LLC/teachUCPR.com

25 Diane Drive | Coventry, RI 02816

401-603-8876

www.teachUCPR.com

Torrey Enterprises, LLC / TeachUCPR.com provides professional, practical emergency training designed to give people the confidence to respond when seconds count. Our programs include CPR, AED and First Aid certification, BLS training for healthcare professionals, EMS continuing education, and customized workplace training. We also provide AED sales, service and program support to help organizations establish and maintain effective AED programs. In addition, we offer specialized Narcan and EpiPen training, teaching staff how to recognize opioid overdoses and severe allergic reactions and respond appropriately. With decades of real-world emergency medical experience, we bring practical knowledge and hands-on instruction to every class.

BOOTH #57

USI Insurance Services

3 Executive Park Drive, Suite #300 | Bedford, NH 03110
603-801-3603

www.usi.com

USI's Senior Living Practice offers risk and insurance solutions for organizations across the senior care continuum. Our clients range in size from single building locations and campuses to large, multi-location organizations. Our objective is to reduce our clients total cost of risk through the USI ONE Advantage that incorporates claims, risk control, and analytics. Our team of over a dozen members deliver these services and solutions on a local level, in partnership with both corporate leadership and those that deliver care at the building level.

BOOTH #55

Vantage Healthcare

45 Dan Road | Canton, MA 02021

978-868-3760

www.myvantagehcs.com

As New England's largest physician-led, medical practice for post-acute and senior care, Vantage Healthcare combines deep clinical experience with advanced technology to deliver superior outcomes. Our team of over 100 dedicated providers — the majority of whom are full-time employees — works directly on-site at Skilled Nursing (SNF) and Assisted Living (ALF) facilities to lead integrated care teams and provide medical care for patients.

BOOTH #8

Zagwear Inc.

10 County Center Road | White Plains, NY 10607

845-398-9500 x365

www.zagwear.com

Contact Zagwear for all your logo, signage, printed collateral and promotional needs. Let our full-service, dedicated account team partner with you to assist on your organization's logoed and event branding needs.

- Staff and Care Team apparel and uniforms
- Welcome kits and new hire kits
- Giveaway promotional products and branded merchandise for your next event
- Marketing Materials and Branded Products
- Signage, banners, form documents, brochures, and printed collateral
- Gifts and awards for employees, residents, or board members

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accentCare®



2026 BOARD OF DIRECTORS

If you have any questions regarding our board of directors, please contact us at 781.622.5999 x100, or email massala@mass-ala.org

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Co-CEO

LCB Senior Living

Wendy Nowokunski

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Co-Founder & President

The Northbridge Companies

Leslie Robinson

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Management & Compliance

EPOCH Senior Living

Tadd Clelland

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Senior Living Residences

(SLR)

Brian Doherty

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Living Association

(Mass-ALA)

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Andrew Salmon

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Managing Partner

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Operations and

Resident Programming

Benchmark Senior Living

Michael Gordon

Chief Investment Officer

EPOCH Senior Living

Mathew Muratore

Founding Partner/

President

EF Senior Care/

EF Investment

Company, LLC

Alex Schuster

President

Wingate Living

Thank You Board Members!



Bringing expert care closer to home

AccentCare® serves communities throughout greater Southeastern Massachusetts, providing high-quality, compassionate care in patients' homes and senior living communities. Our local teams work alongside senior living and health care professionals to help patients receive the right care and support as their needs change.

Comprehensive care, when it matters most

Our services include:



Home Health

Skilled nursing and therapy to help patients recover, manage health conditions and maintain their independence



Hospice

Compassionate care focused on comfort, dignity and quality of life for patients and their chosen families



Specialized programs

Additional clinical support for specific needs, including RightPath® Programs, in-home urinalysis, behavioral health and STEADI Steps®



Connect with your AccentCare team

to learn how we can support your community and residents.

Norwood

Phone: 781.551.5600

or Fax: 800.656.0490

Fall River

Phone: 508.235.5312

or Fax: 800.656.0490

Meet the Mass-ALA Staff



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BDoherty@mass-ala.org

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HallKeen
ASSISTED LIVING COMMUNITIES

HKassistedliving.com



Where Our Family is Committed to Yours

Since 2004, **HallKeen Assisted Living Communities** have provided property management and assisted living care and support services to communities across New England and now in DC. We care deeply about our residents, associates, and about making assisted living more affordable through various programs offered at our 13 communities (8 in MA).

Brigham House, Watertown
Corcoran House, Clinton
Heywood Wakefield Commons, Gardner
Prospect House,* Revere
River Mills,* Chicopee
Susan Bailis, Boston
Windrose at Weymouth,* Weymouth
Windrose at Woburn,* Woburn

**Memory Care offered at these communities.*




Thanks for coming!





POLAR



www.Mass-ALA.org



781.6222.5999



MassALA@Mass-ala.org



465 Waverley Oaks Road
Suite 415, Waltham, MA 02452



LEARN. CONNECT. LEAD. STRONGER TOGETHER.