

# WOMEN IN LEADERSHIP

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## MENTORSHIP SERIES: THE PATH TO LEADERSHIP

Connect and grow with other women in leadership by participating in the Women in Leadership Mentor Series. In these Zoom calls, you'll hear directly from female leaders as they share effective practices and some of the lessons they have learned along the way. Please RSVP for the Mentorship Series on the Argentum Women In Leadership website!

On October 13th Cindy Baier, President & CEO of Brookdale shared her journey and path as a female leader within the seniors industry. On November 17<sup>th</sup>, Mercedes Kerr, President of Belmont Village Senior Living will be sharing her story and Danielle Morgan, President & COO of Clearwater Senior Living is scheduled to speak on December 15<sup>th</sup>.

## A FEW WORDS FROM THE CHAIR



### “ Women in Leadership ”

—three simple, yet profound words with the power to transform the senior living industry for the better.

We’ve tapped into something special these last few months, and we are making meaningful new connections every day!

I am especially excited with the launch of the Mentor Match series. Whether you’re a CEO or an intern, we have so much to learn from each other. Please join us on this remarkable journey; follow us on LinkedIn, tell a friend or colleague. You can make a difference in this collective effort to support Women in Leadership.

#celebratewomensleadership

-Collette Gray

## MENTOR AND MENTEE MATCHES

Women need professional support, especially those just starting their careers or changing professions. One valuable source of help is a strong, effective mentor. Mentors provide a great deal of guidance to women through the new and unprecedented challenges they confront.

WIL’s Mentor Match Initiative is designed to provide this support for women in the senior living industry. When senior managers or executive directors—both women and men— are available on a one-to-one basis to regularly listen to younger women’s questions and concerns and to share their experiences and insights, women are more satisfied at work and more likely to have successful careers.

The inaugural cohort of mentor and mentee matches kicked off on September 19th with 35 pairings! Stay tuned and please reach out if you would like to be involved in future cohorts!

### KATE RISA— ON BEING A MENTEE

“The Mentor Match program gives me time with a senior level female leader to ask questions and help me look at things from strategic angles. We discuss everything from operations to strategic business planning for growth and success.”



# RECOGNIZING BUSINESS WOMEN & ENTREPRENEURS

National Business Women’s Week was the week of October 17<sup>th</sup>, 2022 and Women Entrepreneurs’ Day is November 19<sup>th</sup>. WIL is celebrating the many accomplishments of women who are building businesses this quarter!

Each month the Celebrate Subcommittee selects rising female leaders to feature, out of nominations. If there are women you’d like to highlight, please send their profiles to us by email ([mbonyun@argentum.org](mailto:mbonyun@argentum.org)) and we may feature them in the future.

WIL strives to highlight the diverse backgrounds of women making an impact throughout the industry.



National Business Women’s Week, starting October 17<sup>th</sup> recognizes women’s accomplishments.

## RISING FEMALE EXECUTIVES & LEADERS



**KRISTIN HINKSON**  
VP, Design Procurement  
PS Salon & Spa

Kristin fully redesigned spa equipment to make it ergonomic for seniors, ensuring a high-quality resident experience.



**KELLY ORNBERG**  
SVP, Sales & Marketing  
Bridge Senior Living

Kelly is a forward-thinking leader, evaluating cutting-edge technologies to drive census and focus on the prospect.



**DANIELLE RHODES**  
Director, Talent Development  
Century Park Associates

Danielle has used storytelling to create DEIB training that is both relevant and fun, evoking thoughtful conversation throughout the company.



## ABOUT WOMEN IN LEADERSHIP

Argentum's Women in Leadership initiative, first announced in October 2018, is designed to celebrate the contributions women have made to the senior living industry and to create a pathway to the future by forming opportunities for more women to attain leadership and executive-level positions.

The Support Subcommittee ensures the industry supports women's career advancement. The Educate Subcommittee ensures women have the required resources to make career strides. The Celebrate Subcommittee ensures current and future women leaders are recognized within the Seniors industry.

## CONNECT WITH WIL ON LINKEDIN

Women in Leadership wants to connect with you! Please follow our LinkedIn Page by searching for Argentum Women In Leadership (WIL)! Once connected, when you make a post on LinkedIn and tag us, we may repost it and share it so more women can see and share the news. We aim to help you build a strong network, to support and celebrate women in this industry!

Use #CelebrateWomensLeadership.

Tips to use on LinkedIn Posting with WIL:

- Share, Like and Comment in the first 30 mins on posts to bring the post to the top
- Best times to post: 9 am – 10 am or after 4:30 pm

## CONTACT

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## SAVE THE DATES

NOV 17

Mentor Series: Mercedes Kerr, President, Belmont Village Senior Living  
1:00 PM EST

NOV 19

Women's Entrepreneurship Day

DEC 15

Mentor Series: Danielle Morgan, President & COO, Clearwater Senior Living  
1:00 PM EST