



# **BOLD VISIONS** *Brave Actions*

**2026 ANNUAL LEADERSHIP SUMMIT**

**HUTCHINSON SHORES RESORT & SPA**

**3793 N.E. Ocean Blvd**

**Jensen Beach, FL 34957**

**February 9–12, 2026**

# BOLD VISIONS BEGIN WITH A *Why*



**JOSEPH JEDLOWSKI, MBA, MHA**  
**CHAIRMAN & CHIEF EXECUTIVE OFFICER**

My why is simple — it's family. I've watched people I love age, need help, and trust others with their care. When that happens, you realize quickly this isn't just a business — it's someone's mom, dad, grandmother, or grandfather. It's personal.

That's why I care so deeply about how our communities feel, how our teams show up, and how we lead. I want places where people feel safe, respected, and genuinely loved — and where families can sleep at night knowing their loved one is in good hands.

Every decision I make comes back to that. If it wouldn't be good enough for my family, it's not good enough — period. That's my why.



**TIMOTHY J. FORD, ESQ**  
**GENERAL COUNSEL & CHIEF HUMAN RESOURCES OFFICER**

Like most of us, I have personally confronted the challenges that many families face every day with loved ones that experience the struggles of aging and memory loss. I have seen the impact on not only the aging adult, but the pain and grief of family, that needs nurturing and support during these challenging times. I believe that "the love, care, and attention we give to the elderly is a measure of our humanity." My why is to support and serve our communities who provide the care, respect and dignity that our residents deserve. I strive to support our communities and teams so that they can support our residents to enjoy a fulfilling and dignified chapter of life.

# DAY One

7:45 am – 8:45 am	<b>Breakfast</b> Location: Foyer Outside Leatherback & Hawksbill Banquet Room (2 <sup>nd</sup> Floor)
8:45 am	<b>Doors Open</b> Location: Leatherback & Hawksbill Banquet Room (2 <sup>nd</sup> Floor)
9:00 am – 9:10 am	<b>Opening Act</b>
9:10 am – 9:30 am	<b>Opening Comments &amp; Introduction of Distinctive Support Team</b> George Draghiceanu
9:30 am – 10:00 am	<b>2026 Strategic Goals</b> George Draghiceanu
10:00 am – 10:45 am	<b>"Risk, Liability &amp; Defense: A Tripartite Strategy for Operators, Brokers, and Defense Counsel"</b> Facilitator: Tim Ford, Esq. Speakers: J.J. Maskowitz, Esq., Hall Booth Smith, P.C. & Andrew Carretto, Propel
10:45 am – 11:05 am	<b>Break</b>
11:05 am – 12:05 pm	<b>Keynote: "Beat the Coverage: Six Strategic Steps to Win in Business and Life"</b> Speaker: J.J. Birden
12:05 pm – 1:00 pm	<b>Lunch</b> Sponsor Speeches & TED Talk
1:00 pm – 1:45 pm	<b>"From Insight to Impact: Turning Data into Decisive Action"</b> Mark Pulaski
1:45 pm – 2:30 pm	<b>"The Art of Outreach: Growing your Business with Purpose"</b> Kristina Vance & Erin Richey
2:30 pm – 2:45 pm	<b>Break</b>
2:45 pm – 4:00 pm	<b>Breakout Session A</b> <b>Topic: How to Influence Change and NOI</b> Lindsey Hacker & Mark Pulaski Location: Loggerhead A
	<b>Breakout Session B</b> <b>"Strong Clinical Leadership: Effectively Managing Teams &amp; Preventing Turnover"</b> Devi Patel & Carol Griffin Location: Loggerhead B & C
4:00 pm	<b>Reconvene in the Meeting Room</b>
4:15 pm – 4:30 pm	<b>Closing Comments: "Insights to Intention"</b> Kate Wentworth
6:00 pm	<b>Welcome Dinner!</b> Location: Ocean View Terrace Dress Code: Casual Attire

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**LINDSEY HACKER, CPA**  
**PRESIDENT & CHIEF FINANCIAL OFFICER**

My “Why” is my grandparents, who helped raise me and taught me so much about life. My grandmother Ethel — beautiful, elegant, and full of life — was diagnosed with Alzheimer’s at just 60 and spent more than 12 years in a community. Watching her memory fade, seeing her fear and confusion, was my first experience with dementia and the devastation it brings to families, but it also showed me the incredible gift of compassionate caregivers who guided us through the darkest moments. My other grandmother, “Sarah B,” was fiercely loyal and loved everyone like family; after my grandfather’s sudden passing, she lived with my parents for eight years, and in her final years I witnessed firsthand how dementia affects not only the individual, but the caregiver. I watched my mother give everything she had — physically and emotionally — teaching me that true caregiving is about attention, patience, and loving hard every single day. By then I was already in the senior housing industry, and it brought my purpose into focus. My daughter, Sarah, is named after her. My grandfather Cecil is now 96 and has lived a full life untouched by dementia, a powerful reminder of how differently this disease touches each family — and why this work matters so deeply to me.



**GEORGE DRAGHICEANU, MBA**  
**CHIEF INVESTMENT OFFICER**

I was raised by my grandparents until I was 10 years old, growing up seeing them over the summer school vacations was the best! A few years later, my grandpa had a heart attack while I was the only person in the room. I could not help him and just watched him die. Every resident I meet, I see them as my grandparents and want to do all we can to help them have a good experience in our communities. It’s a privilege and an honor to care for our seniors.

# DAY Two

7:45 am – 8:45 am	<b>Breakfast</b> Location: Foyer Outside Leatherback & Hawksbill Banquet Room (2 <sup>nd</sup> Floor)
8:45 am	<b>Doors Open</b> Location: Leatherback & Hawksbill Banquet Room (2 <sup>nd</sup> Floor)
9:00 am – 9:30 am	<b>Morning Kickoff: Lessons Learned &amp; DL Big Wheel</b> George Draghiceanu Location: Leatherback & Hawksbill Banquet Room (2 <sup>nd</sup> Floor)
9:30 am – 10:15 am	<b>Panel: “Maintaining High Performance: The Toughest Job”</b> Moderator/Owner: John Albanese Speakers: Shanyyn Muraczewski, Deeni Rome, Patricia Price, Zach Benjamin
10:15 am – 11:00 am	<b>Distinctive Living Standards: “Non-Negotiables”</b> George Draghiceanu
11:00 am – 11:15 am	<b>Break</b>
11:15 am – 12:00 pm	<b>Open Discussion: “CEO to CEO”</b> Joe Jedlowski & Executive Directors
	<b>Regional Team Building: “Together is the Way Out”</b> Support Staff & Regionals
12:00 pm – 12:30 pm	<b>Culinary Experience</b> Gus Plakiotis
12:30 pm – 1:00 pm	<b>Lunch</b>
1:00 pm – 2:00 pm	<b>“Leaders Leave Their Mark”</b> Surprise Experience
2:00 pm – 2:15 pm	<b>Break</b>
2:15 pm – 3:00 pm	<b>“Bridging the Plant Operations Gap”</b> Chris Hoard & Kevin Smith
3:00 pm – 3:45 pm	<b>“Bold Enough to Address It: From Misery to Momentum”</b> Kate Wentworth
3:45 pm – 4:15 pm	<b>Closing Session</b> George Draghiceanu
5:45 pm	<b>Meet in Lobby</b> Board Bus to Elliott Museum
6:00 pm – 9:00 pm	<b>Dinner &amp; Awards Ceremony</b> Location: Elliott Museum Dress Code: Cocktail Attire

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## **KRISTINA VANCE**

### **SENIOR VICE PRESIDENT, SALES**

**My “WHY” is family, friends, and people.** My parents were in their early 40s when my siblings and I were in college and high school. At that time, they knew little about caring for seniors, but they did their best with love and dedication. Watching them navigate feelings of guilt, stress, financial challenges, fear of the unknown, and emotional highs and lows was truly heartbreaking.

Being able to hold a family’s hand, ease their burdens, and warmly welcome their loved one into our community is a genuine gift. The ability to care for another human being with an open heart is one of the most precious qualities we can share.



## **ERIN RICHEY**

### **SENIOR VICE PRESIDENT, MARKETING**

**Senior living called me because I wanted my work to be rooted in purpose, not just productivity.** At its heart, this industry is about people, relationships, and creating a better quality of life. Every day, we have the privilege of making a meaningful difference in someone’s life.



## **KATE WENTWORTH, SHRM-SCP**

### **SENIOR VICE PRESIDENT, PEOPLE & CULTURE**

**My “why” is my grandfather, Charles Wentworth, Sr., who lived with dementia.** He was a kind, deeply loved man — and every time I see a resident, I see him. I’m reminded that these are not just residents; they are someone’s parent, grandparent, and most cherished loved one.

That perspective shapes everything I do. It’s a daily reminder of the responsibility we carry and the importance of leading with dignity, compassion, and heart.

This isn’t just what I do — it’s who I do it for.

# Our Keynote Speaker

## JJ BIRDEN

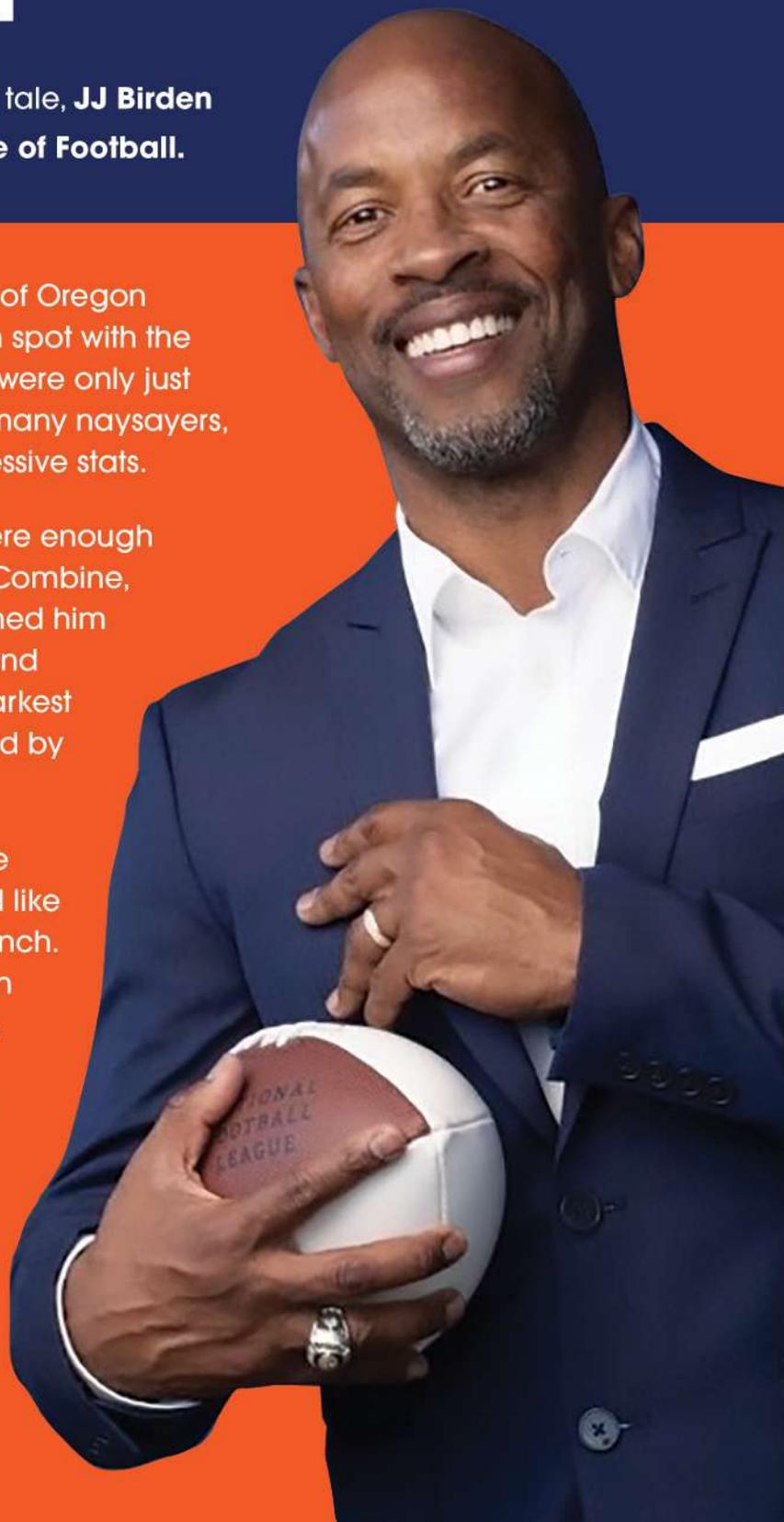
Like a fabled long-shot story and underdog tale, **JJ Birden** was **The Small Man in the Big Man's Game of Football**.

After earning a scholarship to the University of Oregon for track and field, JJ also earned a walk-on spot with the football team his sophomore year. His trials were only just beginning though, and he was faced with many naysayers, followed by a cycle of injuries, and unimpressive stats.

JJ's hard work, grit, speed, and resiliency were enough to eventually earn him the invite to the NFL Combine, where he dominated. His performance earned him an NFL draft pick. Another series of injuries and failed physicals culminated in one of the darkest moments in JJ's early career; JJ was rejected by 4 NFL teams in 5 days.

He could have walked away from the game and given up hope in spite of what seemed like insurmountable odds, but JJ did not even flinch. Instead, he did what he's always done when faced with adversity, he found a way to win.

He is now a dynamic keynote speaker and performance coach, helping individuals and teams overcome obstacles, stay focused under pressure, and take ownership of their success. As a best-selling author, entrepreneur, husband and father, JJ shares real-world lessons from his NFL career and personal life, proving that success isn't given, it's earned.



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## **DEVI PATEL, RN, BHA**

### **SENIOR VICE PRESIDENT, HEALTH & WELLNESS**

My why comes from caring for my elderly grandfather, an experience that shaped both my compassion and sense of purpose. This experience inspired me to pursue nursing for the elderly, where I can provide the same level of kindness, advocacy, and support to others as I did for my grandfather.

I have a deep respect for the elderly and a genuine desire to provide compassionate, dignified care during one of the most important stages of life. I am driven by the belief that every older adult deserves to feel safe, heard, and valued, regardless of their physical or cognitive limitations. My grandfather once said to me, "We are once a man, but twice a child." I choose this path because caring for the elderly is more than a job to me — it is a responsibility and a privilege.



## **CAROL GRIFFIN**

### **SENIOR VICE PRESIDENT, QUALITY & RISK MANAGEMENT**

I've known since early in life that nursing was my calling. Over the years, I've worked across multiple areas of nursing, but geriatrics is where I've always felt most connected. Senior living allows me to practice nursing holistically, supporting long-term health, advocating for residents' rights, and preserving independence while building meaningful relationships. I also value mentoring staff and guiding clinical practice to ensure care is safe, compliant, and person-centered. I find purpose in knowing my work directly improves residents' quality of life every day.

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**MARK PULASKI, MSF**  
**VICE PRESIDENT, BUSINESS INTELLIGENCE**

**My “why” is rooted in helping people and organizations become their best by pairing vision with disciplined execution and genuine connection.** Senior living is the arena where that mission matters most — because the work we do directly impacts lives, families, and dignity at some of the most important moments people will ever experience. I’m driven by the responsibility to lead with courage, execute with excellence, and deliver results that truly matter — not just on a financial statement, but in the quality of care, culture, and outcomes we create every day. When we get this right, we don’t just run better businesses — we create lasting, meaningful impact.



**CHRISTOPHER HOARD**  
**CHIEF DEVELOPMENT OFFICER**

**Most people have heard my “why” story.** Almost 30 years ago, I had a resident tell me his life story as I was renovating his room, including details about his survival as one of 333 crew members out of 1900 that were serving on the USS Indianapolis when it was suddenly bombed and sank.

The amazing part of this experience was when I was a young 22-year-old kid, renovating a room, I listened and bonded in a couple of days. When we were turning his room back over he had a tear streaming down his face. I thought we had done something wrong or lost something, but when I asked him what was wrong, he said I was the first one to talk to him in two years. He didn’t receive visits from family or other friends, but he was grateful for the interaction and a listening ear.





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