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Fox Run at Orchard Park Announces New Marketing Position and Promotion of Elizabeth Nelson

Premier retirement community recognizes need for Marketing & Sales Liaison to the Marketing Department

ORCHARD PARK, NEW YORK: No stranger to promotions, CEO Bill Wlodarczyk is pleased to announce that veteran employee Elizabeth Nelson has been promoted a second time in three years to the newly developed role of Marketing & Sales Liaison to the Marketing Department for Fox Run at Orchard Park.

Fox Run is currently expanding and under construction, adding 71 new living units, boasts an impressive two-year wait list adding the need for the full-time Marketing & Sales Liaison. Elizabeth is not new to Fox Run nor being full-time, previously splitting her time between Health Center Admissions and the Marketing Department. She is now full-time in the Marketing & Sales Department and working solely with incoming independent living future Community Members.

Nelson will continue coordinating marketing events, running day-to-day reports and operations, streamlining social media platforms, now adding and facilitating the steps required for waitlist depositors as they navigate the move-in process which requires refurbishing apartments, pre-move-in meetings, and the actual move-in day itself. According to Wlodarczyk, Nelson has a sharp recall memory for wait list depositor names (165 and counting), is an organizational whiz with a special flair for fun when a laugh is needed.

Nelson started her career as a server with the Dining Services Department in 2021 for Fox Run. “Getting to know the Community Members and the way Fox Run operates made my decision easy to turn what was supposed to be a part-time job until graduation into a full-time career,” Nelson stated.

Nelson is a college graduate from The State University of New York at Fredonia. She earned two bachelor’s degrees in theater arts and business administration, with a concentration in marketing along with a minor in communications. In this new position Nelson will be working closely with the Marketing Team transitioning wait list depositors to new Community Members.

Nelson is originally from Utica, NY and resides now in Depew with her fiancé, and two cats Beverly and Jack. She is passionate about the arts, theater and anything creative and hopes to bring that to her new position. “It is a window into someone else’s life, and you can experience so many different emotions in a little period of time.”

Fox Run at Orchard Park is the premier Continuing Care Retirement Community in the Southtowns. Independent living Community Members at Fox Run, should they need it, have access to on-site assisted living, memory care, and skilled nursing, with no increase in monthly costs. Fox Run is home to a state-of-the-art, in-

patient physical, occupational and speech therapy rehabilitation center. This multiplex Health Center provides ample space for our extensive therapy programs. All facilities, amenities, apartments, and patio homes are located on a picturesque, well-maintained 54-acre campus in the heart of Orchard Park.

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Elizabeth Nelson