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**Heritage Ministries Confirms New Permanent
President and CEO of Organization**

The Heritage Ministries Board of Directors announced that the board has confirmed Lisa Haglund as the permanent President and CEO for Heritage and its affiliates. Lisa previously served Heritage as the Vice President of Marketing, Sales, and Development across all communities in four states.

Lisa began her career with Northwest Bank, a ten billion dollar corporation, for over twenty years, prior to joining the Heritage organization. Lisa worked her way up the ranks in various roles, allowing her to manage a portfolio of over forty-eight million dollars, while creating a team that influenced revenue and expense and risk management, streamlined processes, and created cross functional support across the organization. Lisa attended Alfred State College, as well as the Pennsylvania Bankers Association Advanced School of Banking at Penn State. She has also been an active member of her community throughout the years, with involvement ranging from Chautauqua Leadership Network, PTA, St. Susan Center, Family Services, and the Bemus Point United Methodist Church. Lisa resides with her husband, Jason, and their four children, Allison, Brennan, Madelynn, and Michael in Bemus Point. They are members of the Bemus Point United Methodist Church.

The Heritage Board of Directors stated, "It is this combination of business acumen, integrity, and Christian values that made Lisa the obvious selection as we take next steps in an exciting future for Heritage."

Haglund, shared, "As a not-for-profit, Heritage strives to balance the need for improved financial strategies, the future, and intelligent growth. Each employee at Heritage plays an important role every day, but especially as we face the recent events unfolding surrounding COVID-19. I am both honored and blessed to have been chosen by the board to lead our organization as we move forward. We have a strong group of team members who work tirelessly to serve seniors and promote the Heritage mission of Hope, Dignity, and Purposeful Living, and I am committed to supporting and honoring our employees and residents across our communities each day."

Heritage Ministries was founded in 1886 and has grown from its original campus in Gerry, NY, to six locations in New York with additional affiliations across the United States. As a not-for-profit provider of senior care and housing, Heritage is a leader in the industry, employing approximately 1,500 team members, and serving over 2,500 individuals annually. With locations in New York, Pennsylvania, Illinois, and Washington, Heritage and its affiliates provide rehabilitation and skilled nursing services, memory care, independent retirement housing, and assisted living. Homestead Stables provides intergenerational equestrian opportunities as well as boarding, training, lessons, and a therapeutic riding program. In addition, childcare is provided at two campuses, allowing for intergenerational programs. For more information on Heritage Ministries, please visit www.heritage1886.org.

