



# THE WESLEY COMMUNITY

## **The Wesley Community announces management promotions and new Director of Assisted Living at Woodlawn Commons**

**SARATOGA SPRINGS, N.Y., November 3, 2022** – The Wesley Community today announced a series of management promotions among its senior leadership team. Katie Lahoff was named Chief Financial Officer; Katelynn Ethier was appointed Executive Director of The Wesley Foundation; and Greg Dixon was promoted to Chief Development and Marketing Officer. In addition, Heather Roselan was hired as Director of Assisted Living at Woodlawn Commons.

“We are pleased to announce the promotions of these exceptional individuals to their new leadership roles at The Wesley Community,” said J. Brian Nealon, CEO of The Wesley Community. “It is always a source of great pride when our existing leadership team members advance with us in their careers. Additionally, we remain committed to identifying and recruiting new talent as we embrace the future of senior care.”

Lahoff began her career at Wesley in 2006 as Controller before being promoted to Director of Finance in 2018 and charged with overseeing all business office operations. In her new role as CFO, Lahoff will expand her oversight of business office operations to include admissions to The Wesley Health Care Center.

“Working for a mission-driven organization has given my career more meaning and purpose. The compassion Wesley provides to our residents, their families and our staff makes me proud to be part of a community that cares for all who walk through our doors,” said Lahoff.

Ethier joined The Wesley Community in 2016 as a Foundation Assistant. She earned a series of promotions beginning in 2017 to Marketing and Advancement Associate, Development Manager in 2018 and Assistant Director of The Wesley Foundation in 2021. During her tenure as Assistant Director, Ethier led The Wesley Foundation’s event series and oversaw its grant program. In her new role as Executive Director of The Wesley Foundation, she will work with Wesley’s Senior Management team and the Foundation’s Board of Directors to generate funding to enhance the lives of Wesley’s residents and clients.

“I am so grateful to the team here at The Wesley Community for trusting me and allowing me the opportunity to grow and advance in my career,” Ethier said. “I look forward to stepping into this new role and continuing the important work of the Foundation. I am thankful for the chance to continue to connect the essential mission of Wesley with the greater Saratoga Community.”

Roselan, a newcomer to The Wesley Community and incoming Director of Assisted Living at Woodlawn Commons, will oversee the 40-bed assisted living facility's operations and staff while promoting Wesley's core tenets of exemplary care and compassion for all residents. Her background features extensive management and customer service experience which most recently included her work at Highmark BlueShield Northeastern New York in Latham. Roselan earned a master's degree in social work from Rutgers University.

"Joining the Wesley and Woodlawn family has been an incredible experience," said Roselan. "The residents and care team have been extraordinarily welcoming and helpful as we navigate this new era together. I look forward to working with the residents and care team at Woodlawn for many years to come."

Dixon, who was promoted to Chief Development and Marketing Officer for The Wesley Community, will continue his oversight of all marketing and development functions for the nonprofit organization. Additionally, his portfolio will expand to include leadership support for the directors of Woodlawn Commons Independent and Assisted Living communities as well as Wesley Senior Solutions home care services. Dixon spent his past eight years as Executive Director of The Wesley Foundation spearheading all marketing and development efforts for the fundraising arm of The Wesley Community.

"I look forward to continuing to support Wesley's mission and contributing to its meaningful impact, while playing an active part in the future of aging services and the evolving role for Wesley in our region," Dixon said.

For more information about The Wesley Community, visit [www.thewesleycommunity.org](http://www.thewesleycommunity.org).

### **About The Wesley Community**

The Wesley Community is a 36-acre, nonprofit agency in Saratoga Springs, NY. Sponsored by United Methodist Health and Housing, Inc., The Wesley Community's unique continuum of care community provides market rate and affordable housing for independent seniors, enriched living apartments for seniors who desire additional support, in-home health care services, short-term rehabilitation and long-term nursing care, as well as outpatient therapies for people of all ages.

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