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LeadingAge NY Members Recognized As Finalists for RBJ Financial Executive of the Year

Episcopal SeniorLife Communities (ESLC) and Friendly Senior Living (FSL) are pleased to announce that their top financial executives were finalists for the 2017 Rochester Business Journal's Financial Executive of the Year Awards and recognized last week at a luncheon in their honor.

Lisa Marcello, Executive Vice President and Chief Financial Officer for ESLC, and Mike Perry, Senior Vice President and Chief Financial Officer for FSL, were among the fifteen financial executives from the business and nonprofit sectors who were finalists for the awards, which recognizes those who have made significant contributions to their organization and the community during the past year.

Lisa is a talented financial manager and critical thinker, and manages all aspects of ESLC's \$33.1 million financial operations. After five years in public accounting, Lisa has concentrated her career in non-profit agencies in Rochester, including 17 years at ESLC and 10 years at The ARC of Monroe County. Her role includes business strategy, development, capital asset management, investment management, new business integration and all compliance reporting. She directly supervises the Controller (finance, payroll, purchasing), Revenue Manager, Director of Information Technology, Director of Employee Relations, and three Assisted Living and Independent Living Directors.

"Lisa is gifted in her ability to see the big picture and understand the complexities of a rapidly changing healthcare environment," said Loren Ranaletta, ESLC President/CEO. "She practically analyzes opportunities for their program fit and financial risks, and has skillfully guided the growth of the organization during her tenure at ESLC." Lisa is also seen as dedicated to carrying forth the mission of the organization, and her quiet and effective leadership has built a strong management team at ESLC.

Lisa is invested in the Rochester Community and has served on various boards and committees. She has served on the Board of the Sojourner House for 10 years and was the treasurer for seven years. She was a Board Member of Pathstone for four years and represented ESLC on the Golisano Retirement Collaborative, which developed a comprehensive blueprint of retirement options for individuals with intellectual and development disabilities. Lisa is a 2015 Fellow of the Healthcare Business Academy Fellowship Program (HBA) and currently serves on its Advisory Board. She is an active member of LeadingAge NY where she is Board Member of the Services Board, and serves as Chair of the Audit

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Committee for the Association. Recently she was elected to the Board of Family Services Committees, an agency dedicated to providing Assisted Living services in Rochester high rises and suburban locations.

Mike's experience and financial expertise have been tremendous assets to FSL during his tenure. In addition to the day-to-day management of the Finance Department, Mike has made significant contributions in the following ways: served as interim CEO during the recruitment process – his leadership during this time of transition was instrumental in maintaining and enhancing the stability and performance of the Friendly Home; negotiated and completed a Medicaid rate appeal which resulted in a settlement of \$976,000 reimbursable to the Friendly Home; successfully managed the process of refinancing the mortgage on the Friendly Home property, resulting in \$50,000 savings annually; played an essential role in restructuring separate Finance Departments in the FSL continuum to one centralized function, achieving optimal customer service and efficiencies; implemented new billing and budgeting systems across the FSL communities, resulting in process consistency and efficiency.

Mike's past and present professional affiliations are impressive. He has served as Chairman, Rochester Association of Homes & Services for the Aging; Chairman, New York Association of Counties - Steering Committee for Resource Utilization Groups; Board of Directors, Genesee Memorial Hospital; Steering Committee, Lake Plains Community Care Network; Long-Term Care Administrators Committee, Genesee Community College; Monroe County NY Connects Long-Term Care Council; Rochester Regional Healthcare Associates; American College of Healthcare Executives; New York Association of Homes & Services for the Aging – Subcommittee Task Force for Nursing Facilities and RHCFC Financing Subcommittee; New York State Association of Long-Term Care Administrators; and Federal Long-Term Health Care Advisory Committee.

"I am incredibly impressed by Mike's level of commitment and passion for our organization," said Glen Cooper, President & CEO of FSL. "We are very fortunate to have a Chief Financial Officer who is not only well versed in the financial realm, but who also has a Nursing Home Administrator license and understands the operations of senior living."

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**Episcopal SeniorLife Communities has been helping older adults
live life to the fullest since 1868.**

About Episcopal SeniorLife Communities

Founded in 1868 through the generosity of the local Episcopal community, the original Episcopal Church Home has grown to provide a full range of highly regarded, not-for-profit, residential service for seniors known as Episcopal SeniorLife Communities. Our communities include: The Episcopal Church Home, The Center for Rehabilitation, River Edge Manor, Brentland Woods, Rockwood Center, Seabury Woods, Beatrice Place, Valley Manor and Pinehurst.

About Friendly Senior Living

The Friendly Senior Living continuum of care includes **Cloverwood**, an active independent senior living community in Pittsford; **Glenmere at Cloverwood**, which offers assisted living, enhanced assisted living, respite care and memory care; **Linden Knoll**, an independent senior living apartment community in Brighton; the **Lovejoy Transitional Care Center** which offers short-term rehabilitative care; and the **Friendly Home**, a skilled nursing home in Brighton offering 24-hour care, rehabilitation, memory care and hospice care.

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