

## **Music & Memory Appoints Two New Board Members**

**New York, (August 16, 2022)** – Music & Memory, the renown non-profit that helps individuals with a wide range of cognitive and physical conditions to engage with the world, ease pain, and reclaim their humanity through the use of personalized music, announced the appointment of two new members of the governing body.

At Music & Memory’s recent Board of Directors meeting, David J. Gentner, Ed.D. and Ulrich (Rick) J. Rosa were appointed Directors. “We look forward to welcoming our newest volunteers into this governance role. Their experience and perspectives will be invaluable as the organization transitions into its next chapter,” said Tony Lewis, Music & Memory Board Chairperson. “Our newest Board Members bring talent, expertise and energy to the table. We are very fortunate to have them and are looking forward to moving the organization forward,” said Ann Wyatt, Music & Memory Board Member.

David Gentner said, “I am very much looking forward to working with the Board and Staff of Music & Memory. I’ve been an admirer of their work for years and to have an opportunity to help move the organization forward is truly exciting.” Rick Rosa said, “As a Board Member of Wartburg and the Institute for Music and Neurologic Function, I’m excited to bring this experience to the Board and to enable ways to synthesize the efforts of the organizations.”

David J. Gentner, Ed.D. is the 10th President of Wartburg & Wartburg Foundation, located in Mount Vernon, NY. Dr. Gentner is a graduate of St. John Fisher University and his contribution to the field of research focuses on music, dementia, and quality of life in assisted living environments. He dedicated his career to the care and well-being of older adults, he is a licensed nursing home administrator in three states and is the recipient of numerous industry awards for personal integrity, leadership and innovation. In 2005 David was awarded the New York Association of Homes & Services for the Aging Thomas Clarke Memorial Award for personal integrity and professional dedication in an administrator under 40. In the same year he was named the American College of Health Care Administrator New Administrator of the Year. In 2010, David was a Fellow in the American Association of Homes & Services for the Aging Leadership Academy. In 2017, Dr. Gentner was presented with the Humanitarian Award from The Grace-Ujamaa Development Corporations. In 2019 he was presented with the Community Visionary Award from the Youth Shelter of Westchester in appreciation for his efforts to provide quality care for the oldest members of the community. In 2020, Dr. Gentner was awarded Concordia College’s highest honor in appreciation for his efforts to provide quality care and housing to the oldest members of the community as well as for his partnership with the College.

Ulrich (Rick) J. Rosa has more than 30 years of experience as a senior executive in healthcare operations, fiscal and human resources management, service redesign, community relations and fund raising. In addition to serving as Vice President in a healthcare consulting firm, he has held hospital positions of President and CEO, Administrator, Chief Operating Officer and Vice President. These senior roles and experiences at the Department Head level have contributed to his ability to recognize, analyze and resolve operational problems. In addition to his healthcare experiences, he has taught Health Services and Business courses at the College of Mount Saint Vincent undergraduate and graduate level for over 20 years, where also served as the Coordinator of Practicum Placement for the Under Graduate Counseling program. He holds a

Masters of Science and an MBA and joined the Faculty of Adelphi University's College of Nursing and Public Health in 2010. He also taught under graduate Nursing students and Graduate students pursuing Masters degrees in Public Health, Health Informatics and Health Care Administration. Mr. Rosa was formerly the Chairman of the Board of Directors of Saint Francis and Saint Mary's Hospitals and Chairman of the Board of FAITH (Franciscan Aids Initiative to Help) as well as Board Member of the RDC (Religious of Divine Compassion) Counseling Center and Human Development. He currently is Secretary of the Wartburg Foundation and Treasurer of the (IMNF) Institute of Music and Neurological Function.

### **Music & Memory**

Music & Memory® is a non-profit organization that helps individuals with a wide range of cognitive and physical conditions to engage with the world, ease pain, and reclaim their humanity through the use of personalized music. By providing access and education, and by creating a network of Music & Memory certified organizations, the Music & Memory goal is to make the therapeutic use of personalized music a standard of care throughout the health care industry.

### **Wartburg**

Wartburg, located in Westchester County, NY, offers integrated, comprehensive senior residential and healthcare services. Unlike conventional retirement communities, Wartburg provides a wide range of services to both residents living on its beautiful 34-acre campus and people in their own homes. From independent, assisted living and award-winning nursing home care to inpatient/outpatient rehabilitation, home care and adult day care services, its continuing care approach has earned Wartburg a trusted reputation in Westchester. Wartburg also provides caregiver support at every stage with an array of options to find the level of care that considers the whole family. In 2018 the IMNF joined Wartburg to provide innovative music therapy programs to residents throughout its 34-acre campus, further opportunities for student affiliations, and to advance neurological studies of music and the brain through research.

Wartburg Website Homepage: [www.wartburg.org/](http://www.wartburg.org/)

Wartburg Facebook Page: [www.facebook.com/thewartburg/](https://www.facebook.com/thewartburg/)

Wartburg Twitter Page: [www.twitter.com/thewartburg](https://www.twitter.com/thewartburg)

Wartburg Instagram Page: [www.instagram.com/wartburgadultcare](https://www.instagram.com/wartburgadultcare)

Wartburg LinkedIn Page: <https://www.linkedin.com/company/the-wartburg-adult-care-community/>

YouTube Page: [www.youtube.com/wartburgny](https://www.youtube.com/wartburgny)



David J. Gentner, Ed.D.



Ulrich (Rick) J. Rosa