

# People On The Move

**M. Moraine Byrne** has been named vice president of marketing for Covenant Retirement Communities, which is based in Chicago. Byrne will oversee corporate marketing strategies and resource services for the company's communities nationwide. She brings more than 20 years of experience in the seniors housing profession to her new position. Prior to joining Covenant Retirement, she spent 11 years consulting for acute, post-acute, and seniors housing providers.



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**Tom Austin** has been appointed president of California Financial & Investments, a San Mateo, Calif.-based real estate investing/brokerage firm specializing in health care facilities. He was a former division president at Levi Strauss & Co. and recently director of marketing at USA Waterpolo and its two Olympic teams. Chicago-based Senior Lifestyle Corp. has named **John Evans** chief operating

officer. He will oversee the operation of 30 seniors housing communities owned and operated by the company. Most recently, Evans served as the Western division vice president for Alterra Assisted Living.

Assisted Living Concepts, based in Dallas, has appointed **Steve Scheiwe** to its board of directors, filling a vacant position. Scheiwe is the president of Ontrac Advisors, a management and business consulting firm that provides analysis and management services.

Chelsea Senior Living in Summit, N.J., has named **Roger Bernier** president and chief operating officer. The company also promoted **Loretta Kael**, former executive director of Chelsea at East Brunswick, to vice president of health services. Chelsea also announced the appointment of **Gloria Petro** as executive director of the East Brunswick facility, where she had served as director of community relations for the past two years. Kael will be responsible for evaluating care levels at all Chelsea facilities.

**Rosa Cerron** of New Rochelle and **Pia Reale** of Mamaroneck have been named employees of the quarter at the Sarah Neuman Center for Healthcare and Rehabilitation in Mamaroneck, N.Y. Cerron is a unit manager and a certified nurse assistant. She has been on staff at the 300-bed nursing facility and rehabilitation center for 27



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years. Her award was based on her performance as unit manager of the Alzheimer's/dementia unit. Reale is an environmental service worker, who joined the staff in 1993. Throughout her tenure, she has demonstrated model employee characteristics: She shows great respect for the residents, takes enormous pride in her work, and is willing to perform any task.

**Nancy Wellinghoff** has joined Trace Marketing (TMI), a full-service marketing and communications firm in Sarasota, Fla., as director of Trace Executive Search, a division of TMI, and as a consultant. In her new position, Wellinghoff will be responsible for business development and management of recruitment services for executive positions in seniors housing for both local and national accounts. Wellinghoff comes to TMI with a strong background in home health, hospice, and skilled nursing.

— Yvette Cowan



*If you have a People On The Move item, please send it to: Yvette Cowan, Provider, 1201 L St., N.W., Washington, DC 20005-4014. Note: Please label photos.*