

May 3, 2018

Dear Friends,

I am honored to serve as the new President & CEO of The Eden Alternative® and to continue the legacy of great work led by Chris Perna and the Eden Alternative team.

I've worked in this field for a long time. For 20 years, I've led nursing homes, assisted living communities and continuing care retirement communities. From the day I became a nursing home administrator in the late 90's, I knew something was very wrong with our model of care and services. I tried to understand and dig deeper, staying as a resident in my communities multiple times, implementing customer service training programs, and other efforts to try to change things. But it was never enough.



It wasn't until I was introduced to The Eden Alternative 10 years ago that things clicked for me, and I realized things really could be different! As many of you know, attending *Certified Eden Associate Training* is a life changing experience. For me, it was the gift of a new framework and tools designed to truly drive deep and sustainable change. Since that time, I've become an Eden Educator and an Eden Path to Mastery Guide, and I have had the privilege of sharing that gift with others.

As a leader who has implemented the Eden Alternative philosophy and the Ten Principles in many different settings, I've seen firsthand the incredible impact that The Eden Alternative has on the lives of those it touches. I've seen long-standing organizational problems and challenges resolved and quality and business outcomes improve dramatically, as a result of this cultural transformation.

I'm so excited to have this opportunity to learn and grow with all of you as we continue this work. We are truly changing the world and the experience of aging. I look forward to getting to know and work with each of you. I'd love to hear your stories and ideas and encourage you to connect with me on LinkedIn or reach out to me through email at jvitale@edenalt.org.

Thank you for your hard work, passion and commitment to The Eden Alternative.

A handwritten signature in black ink, appearing to read 'Jill Vitale-Aussem', with a stylized flourish at the end.

Jill Vitale-Aussem

