

# TOM GRAPE TO LEAD EXECUTIVE DEVELOPMENT COURSE AT ERICKSON SCHOOL

**'Management and Operations of Seniors Housing & Care' to be Held March 16-19, 2005**

BALTIMORE, Md. - Tom Grape, chairman and CEO of Benchmark Assisted Living, will lead the next executive development course at the Erickson School of Aging Studies at the University of Maryland, Baltimore County (UMBC). "Management and Operations of Seniors Housing & Care" will be held on March 16-19, 2005. The course will examine best practices in the management and operations of the professional senior living company. Paul Klaassen, founder and CEO of Sunrise Senior Living, will join Mr. Grape in instructing the four-day course, along with Jill Haselman, SVP for Organizational Development and Culture at Benchmark Assisted Living; Allen Lynch, II, partner at Nixon Peabody; and Tony Mullen, director of research for the National Investment Center for the Seniors Housing & Care Industries (NIC).

Topics discussed will include: the science of management and ethical leadership, obtaining a sustainable competitive advantage, attaining employee loyalty, understanding residents, and providing economic value above the cost of capital. Students will also learn about the role of corporate culture, performance measurement, technological systems, financial reporting, risk management, and best practices in food service, hospitality and other areas.

"We're excited by the exceptional response to our Executive Development series," said Mr. Mullen, who is helping the Erickson School to develop and expand the program. "The first two courses were sold out," he continued, "and the upcoming one in March is filling up very quickly. The feedback we've received from those taking the courses, including those who have significant experience in the industry, is that the course material is very sophisticated, and focused on best practices and the tough issues facing professionals in the field."

The cost for "Management and Operations of Seniors Housing & Care" is \$2750. Classes are limited in size in order to encourage a participatory, seminar-style format. To register, visit [www.umbc.edu/erickson](http://www.umbc.edu/erickson) <<http://www.umbc.edu/erickson>> or call (410) 455-1570. For more information, email Jennifer Cathro at [ericksonschool@umbc.edu](mailto:ericksonschool@umbc.edu) <<mailto:ericksonschool@umbc.edu>> or call (410) 455-3361.

## About The Erickson School of Aging Studies

The Erickson School of Aging Studies at UMBC was established in April 2004 with a \$5 million commitment from John Erickson, CEO and founder of Erickson. The school focuses on credit and non-credit professional education, research, and policy in aging services and care.

The Executive Development Program at the Erickson School of Aging Studies at UMBC is presented in partnership with NIC, a nonprofit organization that has been the leading source of business and financial information for the senior living industry since 1991. For the last six years, NIC has conducted executive development courses in operations, management, sales, marketing, development, finance, and service quality for emerging industry leaders.

UMBC, an Honors University in Maryland, is a four-year, public research university that is home to leading experts on aging who are active in research, education, and service in the field of gerontology. It is one of a handful of universities in the nation to offer a Ph.D. in Gerontology.

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Upcoming NIC Executive Development Courses at the Erickson School of Aging Studies at UMBC

- **Development**, January 26-29, 2005 (**SOLD OUT**)
  - Lead Instructor: **Phil Golden**, President & CEO, The Shelter Group
  
- **Management and Operations**, March 16-19, 2005
  - Lead Instructor: **Thomas H. Grape**, Chairman & CEO, Benchmark Assisted Living
  
- **Sales and Marketing**, May 18-21, 2005
  - Lead Instructor: **David Smith**, President, One on One
  
- **Organizational Excellence and Continuous Quality Improvement**, June 8-11, 2005
  - Lead Instructor: **Anthony Ingelido**, Vice President, Organizational Excellence, Asbury Services
  
- **Risk Management**, July 13-16, 2005
  - Lead Instructor: **Allen Lynch**, Partner, Nixon Peabody LLP
  
- **Finance and Underwriting**, November 2-5, 2005
  - Lead Instructor: **Ray Lewis**, Senior Vice President & Chief Investment Officer, Ventas, Inc.

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