



Lenbrook

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Lenbrook, Atlanta's first and only nationally accredited continuing care retirement community, has promoted Felecia Sveda to the new position of Vice President of Hospitality Services and has elected Dick Groves, a seasoned hospitality industry executive, to its Board of Directors. In addition, Lenbrook has promoted Allison Collier to Senior Manager of Sales and Residency and welcomed [Dick Groves](#) as Director of its new L.I.V.E! services program.



Felecia Sveda, Vice President of Marketing for Lenbrook since 2008,

has been promoted to the expanded role and new position of Vice President of Hospitality Services. Through this expanded role, she will champion resident satisfaction initiatives throughout the organization. Sveda will provide strategic oversight and management of all front-line service departments serving both current residents and new and prospective residents through Enrichment, Dining, Concierge, Valet, Security, L.I.V.E! and Sales and Marketing. This expanded scope ensures continuity in delivering service excellence to residents at all touch points.

"Felecia's dedication to our residents, understanding of the market and her leadership in aligning our people and processes to achieve excellence sets the tone for our new hospitality services movement," said Chris Keysor, President and Chief Executive Officer of Lenbrook, a not-for-profit senior community in Buckhead serving over 500 residents.

Sveda first joined Lenbrook as a Residency Counselor in 2006 and was named Vice President of Marketing in 2008 when Lenbrook completed a doubling of its facilities. Prior to Lenbrook, Sveda began her career in senior living at Presbyterian Village in Cobb County, first as

Director of Marketing and then as Director of Hearthstone, a memory-support assisted living center. She is a graduate of Ball State University and earned her master's degree from Kennesaw State University.



In related news, Lenbrook has elected Dick Groves to its Board of

Directors. Groves brings over 35 years' experience in the hospitality industry to his board position. "Dick's experience in creating premier guest experiences in top hotels and resorts around the country will offer a fresh perspective and vision of hospitality as we evolve to serve a changing market," said John Day, Chairman of Lenbrook's Board of Directors. "Consumer expectations for retirement living continue to evolve as people choose to work and maintain their active lifestyles longer. Lenbrook intends to stay out in front of these changing market expectations," Day said.

Groves built a 35-year career with Hilton Hotels Corp., holding executive positions in key markets such as New York, New Orleans, Chicago, San Francisco and Atlanta. Groves is currently Executive Vice President of Business Development for Valor Hospitality Partners, a hotel management, development and investment company with projects ranging from Barnsley Gardens in Adairsville, Sea Palms Resort in St. Simons and Pursell Farms Golf Resort in central Alabama to the Westin Edina in Minnesota and the Cape Grace Hotel in South Africa. Groves is a graduate of Ball State University.



Lenbrook also recently promoted Allison Collier to Senior Manager of

Sales and Residency where she will oversee the sales team and focus on providing smooth transitions for new residents as they establish their homes at Lenbrook. Collier came to Lenbrook in 2010 as a Residency Counselor, bringing over 10 years' experience in sales and marketing for three senior living communities in Indiana and an equal number of years in public relations and advertising in Ohio. She is a graduate of the University of Georgia.

In addition, Lenbrook welcomes Cristina Ramey to its management staff as Director of L.I.V.E!, a new service coordination program for residents. Ramey is a Certified Professional Services Coordinator with a specialization in the field of aging services. She is responsible for providing cohesive access to a spectrum of resources for residents and their families particularly

with reg and unplanned health events.



Ramey previously held service coordination and activities director

positions for Presbyterian Homes of Georgia and Clairmont Oaks for over a dozen years. She holds a bachelor's degree in human and social services from Kennesaw State University and a master's degree in social work from the University of Georgia.

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