



"To liberate elders, and those who serve them, from the mindset of institutional care."

Otterbein Strategic Goal

NEWS RELEASE:

For Immediate Release

***Avalon by Otterbein* at Maineville in Hamilton Township Introduces Experienced New Leadership Team**

Professionals seek to enhance the quality of life of Cincinnati Area older persons

Maineville, OH – July 28, 2010 – [Otterbein Homes](#) has named its leadership team for the new [Avalon by Otterbein](#) at Maineville in Hamilton Township small house skilled nursing and rehabilitation neighborhood just north of Cincinnati, Ohio. Wayne Rost will serve as the neighborhood's guide, Michelle Vernon will act as the coach, and Kelli Gescuk will serve as the housing coordinator and business office coordinator.

"Our goal at Otterbein Homes is to enhance the quality of life and holistic growth of older persons," said Jill C. Hreben, president and CEO of Otterbein Homes. "I am confident that our new leadership team will not only provide this service to the residents of *Avalon by Otterbein* at Maineville in Hamilton Township, but also set the trend for the development of skilled nursing and rehabilitation communities nationwide."

Wayne Rost of Lebanon, Ohio, creates, nurtures and sustains an environment that provides the highest possible quality of life for the residents of *Avalon by Otterbein*. He has been with Otterbein Homes for two years. Previous to being Maineville's guide, Rost was the guide at *Avalon by Otterbein* at Perrysburg in northern Ohio. His career experience includes being the executive director at Lutheran Village of Columbus and the director of capital assets and development for Providence Life Services out of Chicago. He also worked for 23 years at Bethany Village. He holds a bachelor's of science degree in health services administration from the University of Cincinnati and an associate degree in wildlife management and recreation.

Michelle Vernon of Lebanon, Ohio, is the primary mentor for elder assistants as they learn and understand their new role. The goal of the coach is to assist individuals and self-directed work teams to achieve their highest level of competence in creating a home environment that provides the highest possible quality of life and psychosocial support to elders, families and partners. Vernon became a licensed nursing home administrator in April. She has a master's degree in public administration with a health management emphasis from DeVry University, a bachelor's degree in political science/criminal justice from Ashland University and an associate degree in applied business from North Central State College. She also has worked as a legal assistant and as a worker's compensation administrator.

Kelli Gescuk of Monroe, Ohio, identifies elders who have an interest in living in a neighborhood community and assists new residents and their families through a positive transition to community life. Kelli started her employment with Otterbein in 1999 in their corporate office as an administrative assistant and joined the *Avalon by Otterbein* team in June 2010. Prior to joining Otterbein, Kelli worked as a sales department manager for a wholesale distribution center in Lebanon, Ohio for seven years. Kelli has an associate degree in business administration from Miami University and is working to obtain her bachelor's degree in marketing management at Western Governors University.

Avalon by Otterbein at Maineville in Hamilton Township is Otterbein Homes' fifth small house neighborhood in Ohio. *Avalon by Otterbein* offers excellent skilled nursing care and rehabilitation services to elders of all circumstances. For those interested in visiting, open houses are scheduled from 4 to 7 p.m. on the third Thursday of every month. The neighborhood will be introduced to the public at its dedication ceremony on Tuesday, Aug. 10. *Avalon by Otterbein* at Maineville in Hamilton Township is located at 201 Marge Schott Way, Maineville, OH 45039.

About *Avalon by Otterbein* at Maineville in Hamilton Township:

Avalon by Otterbein at Maineville in Hamilton Township is a small house skilled nursing and rehabilitation neighborhood that seeks to enhance the quality of life and holistic growth of older persons. The neighborhood features trees, gardens, a gazebo and five ranch-style homes each with 10 private suites and is operated by a fully-licensed skilled nursing care staff. Rooms can be equipped with a ceiling lift that extends from the bed to the bath, so residents will never have to leave their private suite if and when they should need additional care. Interested residents will be evaluated. Both individuals and couples are welcome at *Avalon by Otterbein*. *Avalon by Otterbein* accepts Medicaid and Medicare and is licensed by the Ohio Department of Health.

About Otterbein Retirement Communities:

Founded in 1912, Otterbein Homes is a health and human service ministry, which strives to enhance the quality of life and holistic growth of its 2,000 residents. The non-profit organization's five full-service retirement communities cater to those 55 and older in western and northern Ohio. Otterbein's rich heritage and solid reputation have made it a trusted and valuable resource not only in Ohio, but nationwide. For more information, visit www.otterbein.org.

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