

# Roland Park Place

## Subject Matter Experts



- Journalists looking for expert senior living and health care sources can turn to Roland Park Place for help. The Roland Park Place Public Relations team is available to assist the media with articles, assisted living news story concepts or information requests about the company or senior living industry. With world-class health care, outstanding directorship and a notable position as the *only* accredited, not-for-profit Continuing Care Retirement Community (CCRC) in Baltimore City, Roland Park Place is filled with knowledgeable and experienced staff members (and Residents!) who can add timely, compelling, real-word commentary to news stories and topics.
- Senior living topics can be timely, have a local or human-interest angle or reflect trends and recent developments. Read the enclosed information, visit our website at [www.RolandParkPlace.org](http://www.RolandParkPlace.org) or find us on Facebook at [www.Facebook.com/RolandParkPlace](http://www.Facebook.com/RolandParkPlace) for story ideas that may be of interest to your readers.
- For help with a story or to set up an interview, please contact:
  - Lisa Haynes
  - *Public Relations Specialist, Roland Park Place*
  - C: 410-598-1514, O: 410-243-6825
  - [Lhaynes@rpplace.org](mailto:Lhaynes@rpplace.org)



Roland Park Place  
METROPOLITAN SENIOR LIVING

# Fact Sheet



- ABOUT US:** Roland Park Place (RPP) is the *only* full-service, accredited not-for-profit Continuing Care Retirement Community (known as a CCRC or life-care community) in Baltimore City offering independent living, residential care (assisted living) and comprehensive/skilled nursing care to Baltimore's greater senior community. Roland Park Place's profound commitment to its residents and their families promotes independence at the highest functional level throughout the continuum of residency.
- FOUNDED:** 1984 (*2014 will celebrate 30 years of service*)
- LOCATION:** [830 West 40<sup>th</sup> Street, Baltimore, MD 21211](#)  
(across the street from The Rotunda in the heart of northern Baltimore City in the historic neighborhood of Roland Park)
- WEBSITE:** [www.RolandParkPlace.org](http://www.RolandParkPlace.org)
- FACEBOOK:** [www.Facebook.com/RolandParkPlace](http://www.Facebook.com/RolandParkPlace)
- EMPLOYEES:** 8 Directors and 1 President/CEO  
255 employees (177 are Baltimore city residents)
- RESIDENTS:** Approx. 270  
(161 independent living apartments, 40 residential care (assisted living) apartments, and a Health Care Center (skilled nursing) with 60 private rooms.)

# Positioning



*How is Roland Park Place  
different than other retirement communities?*

**> a not-for-profit community <**

Unlike for-profit communities, the leadership at Roland Park Place does not “push to fill facilities and maximize revenues.” We are not driven by bottom lines.

**> the only accredited CCRC in Baltimore City <**

RPP offers premier access to Baltimore City life coupled with the comfort and convenience of suburban living — all in a beautiful, landscaped, park-like setting with breathtaking city skyline views.

**> a CARF-accredited Continuing Care  
Retirement Community <**

Roland Park Place’s Commission on Accreditation of Rehabilitation Facilities – Continuing Care Accreditation Commission (CARF-CCAC) accreditation is a valuable way for a consumer to quickly identify us as a high-quality life care center.

# Story Concepts



- Activities of daily living
- Activity programming for seniors
- Approaches to Alzheimer's disease/dementia
- Assisted living
- Geriatric care training
- Community development
- Dining options for seniors
- Eldercare
- Independent living
- Information technology and senior living services
- Intergenerational programming
- Interior design and architecture
- Local community partnerships
- Managing/operating a senior living services company
- Memory therapy
- Pet therapy
- Senior care alternatives
- Senior care public policy issues
- Senior living outside of the United States
- Volunteerism

# Subject Matter Experts



**Please reference the following Subject Matter Experts for a brief biography of each.**

# Terry Snyder, President



- The first female President of Roland Park Place, Teresa (Terry) Snyder has directed the RPP community for more than ten years, over a third of its existence.
- An ex officio Member of The Board of Directors for Roland Park Place
- Founding member of LeadingAge Maryland, a community of more than 100 not-for-profit aging services providers in Maryland.
- 34 years of experience working with and serving older adults.
- Serves as an accreditation surveyor for CARF-CCAC conducting three site visits annually in the United States and Canada
- Gerontology graduate study at Hood College
- Bachelor's degree in Behavioral and Social Sciences from the University of Maryland College Park





# Keith Spillane, VP Finance



- Certified Public Accountant (CPA) in the State of Maryland
- Leads all Finance and Information Technology functions for the company
- More than 20 years of experience in senior level financial and operational management positions from small start-up's to Fortune 500 companies
- Prior to joining Roland Park Place in 2012, Keith was a Vice President with Broadridge Financial Solutions, a provider of marketing communication services to financial services firms
- Bachelor's degree from Towson University



# Dr. Barbara Resnick, Gerontologist



- Roland Park Place's geriatric nurse practitioner
- Nationally and internationally renowned for her research, teaching, and clinical work on elder health.
- First joined the staff in 1984 when RPP opened.
- Professor and Sonya Ziporkin Gershowitz Chair in Gerontology at the University of Maryland, School of Nursing
- The first non-physician to be appointed a presidency with the American Geriatrics Society (AGS)





# Katie Miller, Director of Special Projects



- **20-year employee** of Roland Park Place
- Oversees the quality delivery of services to residents including transportation, activities, programs and special events, chaplaincy, and fitness and aquatics.
- Licensed Certified Clinical Social Worker (LCSW-C)
- University of Maryland Baltimore School of Social Work graduate
- Oversees and provides social work services to Independent Living and Residential Care residents and families
- Supervises social work services in the Health Care Center



# Becki Bees, V.P. of Marketing



- **Nine-year veteran** of the Roland Park Place Marketing Department
- Leads the community in marketing efforts
- Graduate of the University of North Carolina at Charlotte
- Master of Arts degree in Management of Aging Services from the Erickson School at University of Maryland Baltimore County
- Oversees the process of educating prospective residents and their families about Roland Park Place and ensuring a smooth transition to residency
- Responsible for community's sales



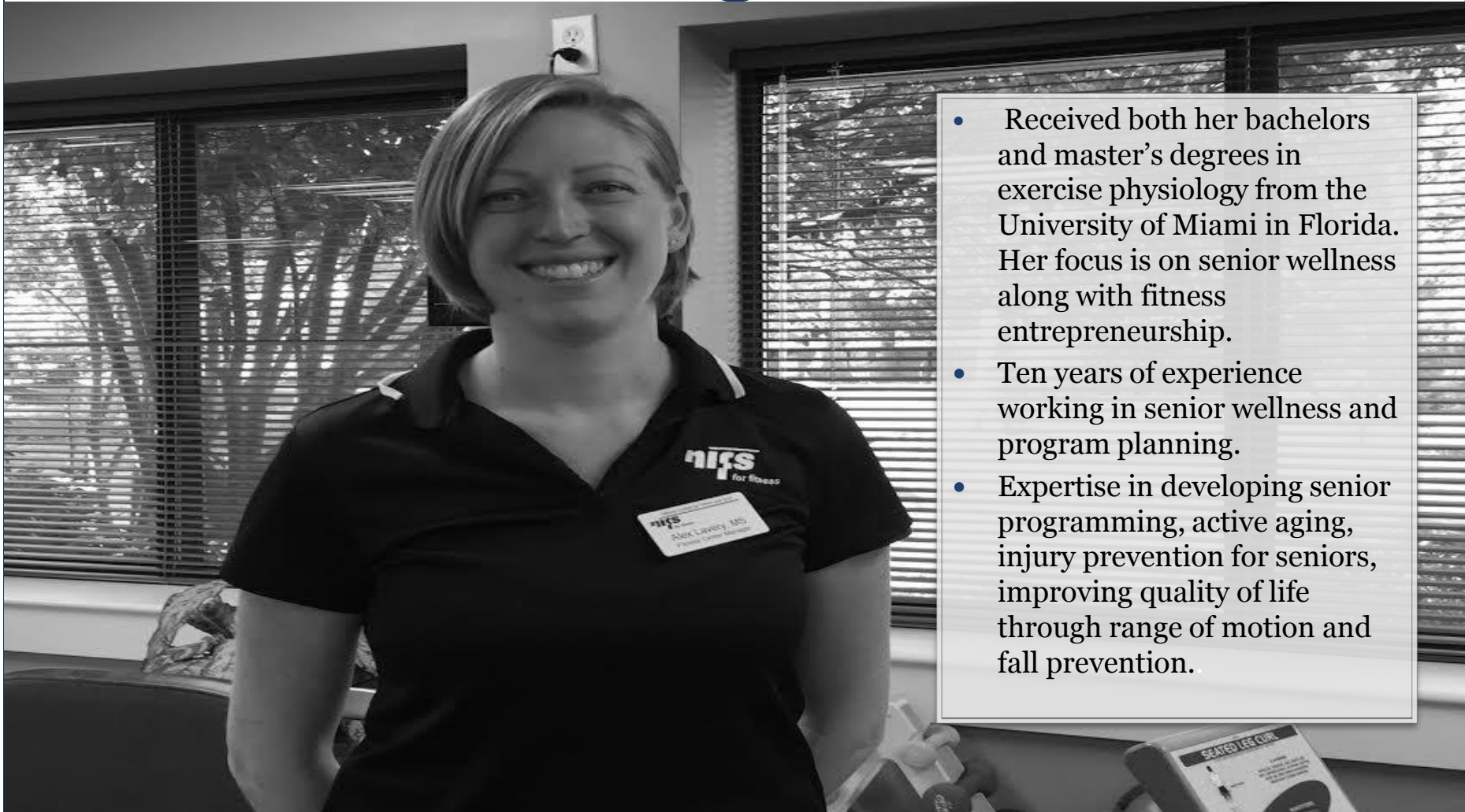


# Tina York, Chaplain of Pastoral Care



- Provides pastoral and spiritual support to residents and their families
- Supports families at the time of a resident's death and assists them with memorial service arrangements if they wish to schedule one at Roland Park Place.
- Makes arrangements with clergy of many faiths to conduct services at Roland Park Place.

# Alex Lavery, Fitness Manager



- Received both her bachelors and master's degrees in exercise physiology from the University of Miami in Florida. Her focus is on senior wellness along with fitness entrepreneurship.
- Ten years of experience working in senior wellness and program planning.
- Expertise in developing senior programming, active aging, injury prevention for seniors, improving quality of life through range of motion and fall prevention.

# Other Interesting Facts



- Roland Park Place was built on the former site of **Roland Park Country School**.
- **244 Roland Park Place residents are registered voters.**
- The entire **eight-acre campus** includes one eight-story building and **three historic Victorian Greenway Cottages**.
- Roland Park Place offers one-bedroom, two-bedroom, and two-bedroom-with-den units with more than **25 different floor plans** to choose from for complete customization for every resident.
- Roland Park Place is proud to offer access to a **\$3.3 million Residents' Assistance Endowment Fund** for residents who qualify due to an uncontrollable financial inability to pay.
- Pets are welcome and thriving at Roland Park Place. There are currently **15 pets living with residents** including hamsters, dogs and cats.
- Roland Park Place employs 255 full-time, part-time and float pool staff; **177 (69%) are Baltimore City residents.**



# For Media Requests



**PLEASE CONTACT:**

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**AND CONNECT WITH US ONLINE!**

**[www.facebook.com/RolandParkPlace](http://www.facebook.com/RolandParkPlace)**