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ALEXIAN
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Alexian Brothers Promotes Two to New Leadership Roles

CHATTANOOGA, TN--January 8, 2007—Alexian Brothers of the Southeast announced on Monday the promotion of Beth Gonzenbach to the position of Director of Wellness of Alexian Village of Tennessee, and Robin Jackson to the position of Executive Director of Alexian Brothers Valley Residence.

Ms. Gonzenbach, a resident of Signal Mountain, transitions from her post as Executive Director of Alexian Brothers Valley Residence, the faith-based organization's ministry for the care of older adults with Alzheimer's disease, dementia, and other memory disorders. She joined the Alexian Brothers at their Health Care Center in April 2001, having completed an internship from the University of Tennessee at Chattanooga and receiving her bachelor of social work degree.

She was named Director of Social Services at Alexian Health Care Center in January 2002, and was promoted to Executive Director of the Valley Residence later that same year. As Director of Wellness for Alexian Village, Ms. Gonzenbach will oversee the creation and implementation of specialized wellness programming for over 400 residents of the retirement community, as well as for all of its nearly 300 employees.

"Innovative wellness programming has always been a hallmark of residential life here at Alexian Village," said Ms. Gonzenbach. "Because the community has grown like it has and because resident wellness programs have become so sophisticated, the decision to create this position was a welcome one among Villagers.

"We'll be looking to create a host of new educational programs and guest speakers that will continue to grow the number of real, positive outcomes that have been realized by residents at Alexian Village," she said. "I'm joining a *big* family at Alexian Village—big but close-knit. That's what's so special about Alexian Village. But I'll continue to visit the friends I've made at the Valley Residence. They all mean so much to me."

Robin Jackson, a life-long resident of Whitwell, steps in to take Ms. Gonzenbach's place as Executive Director at Alexian Brothers Valley Residence. Before joining the Alexian Brothers in February 2000, Ms. Jackson served as a certified nursing assistant (CNA) and in an administrative role at TLC Home Health and Hospice.

She was initially hired by the Alexian Brothers as a CNA at Alexian Health Care Center, but soon thereafter was promoted to become the assistant to the administrator at Alexian Brothers Valley Residence. In that capacity, her responsibilities grew to include the coordination of marketing efforts for the facility. Her success in that role led to an expansion of her duties to include marketing coordination for a number of Alexian Brothers residences in Chattanooga/Hamilton County.

As Executive Director, Ms. Jackson will oversee all aspects of operations at the specialized Alzheimer's residence. "The Alexian Brothers set the standard for Alzheimer's care in Hamilton County when they built this residence," said Ms. Jackson. "Every aspect of it was conceived with the special needs memory impaired persons and their families in mind. Before the Valley Residence, there were very few options in Chattanooga.

"I'm proud of what's been accomplished here," Ms. Jackson continued. "Alzheimer's is such a devastating disease, and there's a huge potential for very tragic outcomes. I love this place because there are so many good stories to tell—stories of countless happy residents and families relieved of a terrible burden. I always listen to their stories because I don't want to lose sight of why I do what I do."

Jeffrey Ott, President and CEO of Alexian Village of Tennessee which operates the residential ministries of the Alexian Brothers in Chattanooga, added, "Beth and Robin are both highly capable, yet very humble professionals. They're both likely to tell you there's nothing special about what they've done for the Alexian Brothers' ministries. But quite the opposite is true.

"They've both performed their past responsibilities in such exemplary fashion that it made the decision to promote each of them to their new positions an easy one," said Mr. Ott. "The Alexian Brothers have always been successful in attracting team members who share their values of compassion, dignity of the person, care of the poor, partnership and holism. Robin and Beth are no different—and there are many more like them throughout the 12 ministries the Brothers operate in Hamilton County."

Alexian Village of Tennessee and Alexian Brothers Valley Residence are non-profit ministries of Alexian Brothers of the Southeast, which operate 12 ministries throughout Chattanooga to deliver residential retirement, healthcare, social, cultural, educational and vocational services to older adults regardless of race, religion or economic background.

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