



Independent, Assisted Living, & Memory Care Communities

FOR IMMEDIATE RELEASE:

**Heritage Senior Living Welcomes Francesca LoCicero
as new Regional Director of Operations**

West Allis, WI (July 23, 2019) – Heritage Senior Living today announced the addition of a new regional director of operations to their leadership team. Francesca LoCicero, who possesses over 16 years of senior living industry experience, began on July 22 and will provide supervision for executive directors and assist in managing overall operations at her assigned communities, which house a mix of independent, assisted, enhanced assisted and memory care residents.

LoCicero got her start in the senior living industry as a registered dietitian nutritionist before earning her master's in health administration. With the desire to create sustained positive change for residents, she became an executive director, then a regional director of operations, spending several years at Five Star Senior Living.

As regional director of operations at Heritage Senior Living, LoCicero will act as a bridge between the corporate and building leadership teams. Her areas of focus will include developing and implementing policies and procedures; conducting regular audits of each community; reviewing satisfaction surveys and developing action plans to address them; and training and mentoring building leadership.

"I was drawn to Heritage not only because of its great reputation as a leader in the senior living industry, but also because of my own personal experience with the company," LoCicero said. "My father actually lived in a Heritage memory care community, and the level of care and compassion he received was wonderful. My goal at Heritage is to nurture and support our team members as we create these kinds of memorable experiences for residents and their families."

"Francesca has a clear dedication to improving resident quality of life," said Milo Pinkerton, president and CEO of Heritage Senior Living. "She has proven experience in creating collaborative environments where employees at all levels can contribute and thrive. This focus on relationship-building and enthusiasm for resident and staff well-being are an ideal fit for Heritage, and we welcome her wholeheartedly to the team."

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About Heritage Senior Living

Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 by Milo Pinkerton to provide residents with the highest quality of care possible, while at the same time promoting independence and maintaining dignity. Heritage Senior Living has 16 senior living

communities throughout Wisconsin that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living to assisted and enhanced assisted living and memory care units, so that residents can embrace life's journey from the comfort and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.

Media Contact:

Julie Embling

Public Relations Specialist

jembling@laughlin.com

Cell Phone: 630-388-9933

Office: 414-270-7187