



**New mentorship program to benefit women leaders in senior living.**

*Argentum Women In Leadership Support Subcommittee kicks off grassroots mentorship effort, paving the way for C-Suite diversity.*

FOR IMMEDIATE RELEASE

QUINCY, MA – SEPTEMBER 13, 2021 – While the senior living industry is dominated by female leadership, women have yet to find equal representation in the C-Suite. Today, the Women in Leadership (WIL) committee created by Argentum is introducing an initiative to lift-up and guide women on their individual paths to more senior-level positions.

Argentum, a national association that supports companies operating professionally managed, resident-centered senior living communities and the older adults and families they serve, is sponsoring this week's Senior Living Executive Conference. CEO of Integral Senior Living, Collette Gray, leads the WIL Committee.

Clearly stating the mission, Gray notes, "Women hold 70 percent of senior living management jobs, which is tremendous. Now, however, it's time for us to provide them with a better defined and illuminated roadmap to the C-Suite."

As chair of the WIL Support subcommittee Sarah Hoit, CEO and co-founder of Connected Living is passionate about the potential and opportunities the mentorship program can provide.

Hoit, who will announce and launch the WIL mentorship program in a session titled, "*Are you building relationships or leveraging them?*" at the conference later today, says, "This is about opportunity and balance. We know from research that companies with balanced gender and diversity in management are more successful. It is in everyone's best interest to lift up and guide women on their individual career paths."

"We anticipate a groundswell of interest," Hoit continues, "particularly since we're making it easy to sign up, via a quick [online survey](#). From there, we can match up mentors and mentees and start the ball rolling. We are grateful for Argentum's role in bringing this program to life."

As the exclusive sponsor of Argentum's Women in Leadership Initiative, Arena Analytics is pleased to help support the launch of the Women in Leadership Committee mentorship program. "Through our work, I see how mentoring can accelerate practically any career path," said Myra Norton, who just this year was promoted to CEO at Arena Analytics. "I believe we have an obligation as women to share advice and intentionally support, sponsor, and mentor each other. Advocating on their behalf can impact the careers of women in big and small ways, and I'm thrilled to focus our mentorship efforts on women in senior living in particular," she added.

Women interested in becoming involved with the mentorship initiative can take the survey online, speak with any of the committee members attending the conference or visit Arena Analytics (booth #829) or Connected Living (booth #1304).

**About Connected Living**

Based in Quincy, Mass., Connected Living was founded in 2007 to provide technology solutions to senior living communities to help them to deliver compassionate care, and to help seniors and their families to communicate better. The technology encourages resident engagement and inspires our aging population to increase their communication and connection with others to live healthier lives. Hundreds of communities nationwide have worked with Connected Living to increase occupancy, reduce employee turnover, and enhance the quality of life for seniors and their families. For more information about Connected Living, visit [ConnectedLiving.com](http://ConnectedLiving.com).

**About Arena Analytics**

[Arena Analytics](#) applies predictive analytics and machine learning to help enterprises organize their workforces and individuals move into roles where they will thrive. By revealing each individual's likely outcomes in specific positions, departments, and locations, Arena is transforming the labor market from one based on perception and unconscious bias, to one based on outcomes. Arena is currently growing dramatically within the healthcare and hospitality industries and is expanding its offerings to other people intensive industries.

**About Argentum**

Argentum is the leading national association exclusively dedicated to supporting companies operating professionally managed, resident-centered senior living communities and the older adults and families they serve. Since 1990, Argentum has advocated for choice, independence, dignity, and quality of life for all older adults. Argentum member companies operate senior living communities offering assisted living, independent living, continuing care, and memory care services. Along with its state partners, Argentum's membership represents approximately 75 percent of the senior living industry—an industry with a national economic impact of nearly a quarter of a trillion dollars and responsible for providing over 1.6 million jobs. These numbers will continue to grow as the U.S. population ages. Argentum's programs and initiatives are driven by its membership. Learn more at [argentum.org](http://argentum.org)

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