

## ASHA Mid-Year Meeting 2019 Speaker Bios



Horst Schulze

**HORST SCHULZE**, *Founding Member, The Ritz Carlton Hotel Company*

A legend and leader in the hotel world, Horst Schulze's teachings and vision have reshaped the concepts of service and hospitality across industries.

Mr. Schulze's professional life began more than 65 years ago as a server's assistant in a German resort town. Throughout the years he worked for both Hilton Hotels and Hyatt Hotels Corporation before becoming one of the founding members of The Ritz Carlton Hotel Company in 1983. There Mr. Schulze created the operating and service standards that have become world famous.

During his tenure at The Ritz Carlton, Mr. Schulze served as President and COO responsible for the \$2 billion operations worldwide. It was under his leadership that The Ritz Carlton Hotel Company was awarded the prestigious Malcolm Baldrige National Quality Award- twice- making it the first and only hotel company to ever win even one.

In 1991, Mr. Schulze was recognized as "corporate hotelier of the world" by HOTELS Magazine. In 1995, he was awarded the Ishikawa Medal for his personal contributions to the quality movement. In 1999, Johnson & Wales University gave him an honorary Doctor of Business Administration degree in Hospitality Management. Most recently, Mr. Schulze has been honored as a "Leader in Luxury" by Travel Agent Magazine and its sister publication Luxury Travel Advisor.

After leaving The Ritz Carlton Hotel Company, Mr. Schulze went on to found The Capella Hotel Group. This luxury hotel company managed some of the most elite properties worldwide, and gave Mr. Schulze the opportunity to further define the luxury hotel industry, receiving countless awards and recognitions.

Today, Mr. Schulze serves on various boards and acts as a consultant across industries. He is recently completed his seminal book on creating excellence, *Excellence Wins: A No-Nonsense Guide to Becoming the Best in a World of Compromise*.

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David Smith

**DAVID SMITH**, *Founder & Chief Executive Officer, Sherpa*

David has been a co-owner, developer and manager of 1,000 senior housing units including The Gatesworth at One McKnight Place Campus and Parc Provence Memory Care both located in St. Louis and nationally recognized for innovation and quality services.

He is also the Founder and CEO of One On One, Service to Seniors and One on One Sherpa. One On One provides marketing and sales assessments, training, coaching and creative services to senior housing communities across the U.S. and Canada. David regularly spends several months a year “hands on” in the selling trenches and has personally conducted dozens of face-to-face prospect engagements during the past 12 months.

David was the Lead Instructor for the Sales and Marketing Curriculum at Erickson School Executive MBA Program at the University of Maryland and has been a regular featured speaker at national senior housing industry conference presentations, including NIC, ASHA, Argentum (ALFA), CALA and the annual Senior Housing Sales and Marketing Summit.

David is also a licensed Real Estate Broker and a member of the Missouri Bar. He graduated from Lake Forest College and the Washington University School of Law.

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Margaret Wylde, PhD

**MARGARET WYLDE, PhD**, *Chief Executive Officer, ProMatura Group*

Wylde is a member of the Urban Land Institute serving as a Governing Trustee, Governor, a member of the Advisory Board of the Terwilliger Housing Center, Chair of the Lifestyle Residential Development Council, and former Chair of the Senior Housing Council and Building Healthy Places. She served on the Americas Executive Committee of ULI and serves on the Executive Board of the American Seniors Housing Association. Wylde is Vice President of the Board of Directors of Memory Makers, a not-for-profit provider of respite day care services for individuals with memory impairment.

Wylde received the Icon of the Industry Award from the 50+ Housing Council of NAHB for her “substantial and lasting impact on the seniors housing industry.” She was the first woman to receive this honor.

The author of five books and scores of technical papers and articles, Wylde is also a contributor to trade and business publications and scholarly journals. Her publications include *Right House, Right Place, Right Time: The Community and Lifestyle Preferences of the 45+ Housing Market* (BuilderBooks, 2008); *Boomers on the Horizon: Housing Preferences of the 55+ Home Buyer* (BuilderBooks, 2002); and *Building for a Lifetime: The Design and Construction of Fully Accessible Homes* (The Taunton Press, 1994). Wylde is often sought out for her expertise by various news and trade publications, including the Chicago Tribune, the Wall Street Journal, the Overseas Property Professional magazine, Seniors Housing Business, and other housing publications.

Wylde speaks frequently to organizations and businesses in the age-qualified housing industry and recently was the keynote speaker at a national housing conference in Australia.

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Caryl Barnes

**Caryl Barnes**, *Managing Director of Asset Management, Bridge Seniors Housing Fund Manager*

Caryl Barnes serves as Managing Director of Asset Management for Bridge Seniors Housing Fund Manager LLC. Prior to that appointment, Ms. Barnes served as Senior Vice President of Operations for BayBridge Senior Housing from 2012 to 2015 where she led the creation of their operating entity, BayBridge Senior Living. During her tenure, the portfolio grew from 12 owned assets to 40 owned and 21 operated senior residences. Prior to BayBridge, Ms. Barnes served as Senior Vice President of Operations for Sunrise Senior Living from 2009 to 2011, where she advanced quality care, occupancy, and profitability. Ms. Barnes was Regional Vice President of Operations at Sunrise from 2008-2010, developing effective senior and front-line leaders and aligning teams across the portfolio to improve standards of care. A senior operations executive in the senior care industry, Ms. Barnes also held the positions of Vice President of Operations, Area Manager of Operations and Executive Director at Sunrise, where she worked for 13 years. Prior to Sunrise, Caryl served in hospital administration and community services for 12 years. Ms. Barnes received her Bachelor of Arts degree from Iowa Wesleyan College and her Master of Arts in Human Services from Roosevelt University.



Amy Coppens McGuire

**AMY COPPENS MCGUIRE**, *Corporate Director of Marketing & Communications, Senior Resource Group*

Amy Coppens McGuire brings a wealth of experience including over 25 years of residential housing and community marketing. From new home master-planned communities to active retirement and senior living communities, Ms. McGuire emphasizes the value of uniquely targeted, brand marketing to create customer engagement within budget. Marketing that is results driven with a defined and measureable ROI.

Joining Senior Resource Group (SRG) in 2009, Ms. McGuire serves as Corporate Director of Marketing and Communications--responsible— for the development, planning, implementation and resource allocation of all marketing communications, collateral and mixed media (print and online) campaigns to support and promote SRG's senior living brand and 32-communities nationwide.

Ms. McGuire has served on the Future Leaders Council for the National Investment Center for Seniors Housing & Care (NIC) as well as supporting other industry specific initiatives. Ms. McGuire graduated from the University of California, San Diego with BS degrees in Economics as well as Political Science: Economic Development.



Jason Rock

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**JASON ROCK**, *Vice President Sales & Marketing, Allegro Senior Living*

As Vice President of Sales & Marketing, Mr. Rock oversees the company's sales and marketing efforts. Mr. Rock joined Allegro in 2009 and provides sales leadership and training to support company occupancy goals. His dynamic energy, leadership, and ability to serve are driving forces for achieving revenue goals and strategic planning. Mr. Rock is a certified trainer of Professional Selling Skills and has a solid track record of launching new communities, exceeding occupancy goals while building a team of independent leaders in each market. He enjoys sharing his knowledge from personally helping more than 2,000 families in the past 13 years of senior living experience. Mr. Rock holds a Bachelor of Arts from the University of Central Florida.