

THE LASALLE GROUP



VETERAN EXECUTIVES JOIN THE LASALLE GROUP INC./AUTUMN LEAVES®

VPs appointed in the areas of operations, sales, and health care

IRVING, Texas (Oct. 6, 2015) – [The LaSalle Group](#), a national leader in residential memory care, has added three veteran executives over the past few months, each of whom brings a wealth of expertise in quality senior living.

Marika Johnson joins The LaSalle Group as vice president of operations. Guided by the principles of stewardship and servanthood, Johnson brings more than 15 years of senior living operational experience to her role. She holds numerous certifications related to assisted living operations and administration, and has been certified in dementia care by the National Council of Certified Dementia Practitioners. Prior to joining The LaSalle Group, Johnson held operations roles with Sunrise Senior Living, Senior Services of America, and Pacifica Senior Living.

Daphne Bernstein, MS (Gerontology), has been named vice president of sales. Bernstein is an accomplished leader with more than 25 years of successful sales management experience in senior living and home health care services, including leadership roles with Emeritus Senior Living, Sunrise Senior Living, Sava Senior Care, and Life Care at Home. An inductee into the National Gerontology Academic and Professional Society of Sigma Phi Omega, Bernstein was also a recipient of the prestigious Aging Services Capstone Project Award by the University of Massachusetts, and served two terms on the Colorado Commission on Aging.

Lynette Choplin, RN, has been promoted to vice president of health and wellness. Choplin has two decades of senior living experience, and brings a resident-centered, life portrait-based approach to wellness and life engagement at [Autumn Leaves](#). In her new role, she will build a culture that bridges the gap between health care and person-centered programming, improve operational procedures that will enrich the quality of care delivered by staff, and serve as a mentor to those caring for individuals with memory loss.

“Marika, Daphne, and Lynette bring exceptional leadership talent, dedication, and expertise to the Autumn Leaves organization,” said Christopher Rio, executive vice president of management. “We are confident they will play integral roles in offering the best care choice for our residents and the families of those living with dementia.”

“Our sustained growth and continued success depend on outstanding professionals like Lynette, Daphne, and Marika,” said The LaSalle Group CEO and co-owner Mitchell Warren. “They understand this disease as thoroughly as they do the industry, and they daily demonstrate a passion for excellence and empathy for people we serve. We look forward to the combined contributions of these new leaders as we continue to set industry standards for quality, innovative, compassionate memory care.”