



GRACE MGMT INC.
A CPF LIVING COMPANY

NEWS RELEASE

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FOR IMMEDIATE RELEASE

**Grace Management, Inc. Announces the Promotion of
Ashlea Smalley and Abby Romaine to Vice President Roles**

Maple Grove, MN – March 6, 2025 – Grace Management, Inc. (GMI) is pleased to announce the promotions of two exceptional leaders within the organization. Effective March 1st, Ashlea Smalley and Abby Romaine have assumed new leadership roles that reflect their dedication and contributions to GMI's ongoing mission of excellence in senior living.

Ashlea Smalley has been promoted from National Director of Memory Care & Life Enrichment to Vice President of Resident Experience. Since joining GMI four years ago, Ashlea has made a profound impact on Memory Care and Life Enrichment programs. Her tenure has been marked by the development and implementation of high-quality standards, the creation of signature programs focused on community and resident engagement, and collaboration with national leaders to elevate program offerings. She has also introduced an innovative engagement platform across all GMI communities, designed recognized training programs for memory care associates, and fostered authentic community connections to enhance the vibrant living experience for residents.

A social gerontologist with a doctorate in gerontology from Concordia University Chicago, Ashlea brings over 15 years of senior living experience to her role. As Vice President of Resident Experience, she will continue to elevate resident engagement by enhancing programs that inspire connection and purpose through the lens of hospitality to ensure a welcoming environment where every resident feels at home.

Abby Romaine has been promoted from National Director of Sales Strategy & Development to Vice President of Sales Enablement. Since joining GMI nearly a year ago, Abby has played a pivotal role in analyzing and strengthening sales strategies to drive occupancy and revenue performance. Her expertise in sales development and strategy has helped refine GMI's approach to growth and expansion.

Abby holds a B.S in Biology with a Pre-Med emphasis, which laid the foundation for her transition from the dynamic world of advertising to the compassionate realms of healthcare and senior living.

She employs a consultative and analytical approach to identify meaningful trends, streamline processes, and drive efficiency across the sales organization. Abby embodies the value in strong cross-functional collaboration to ensure every challenge is met with a comprehensive view to enact change and results. Leading the Sales Specialist team, Abby empowers the sales organization with the skills and strategies to enhance productivity and performance, and her expertise in partnership development encourages valuable and productive external relationships.

In her new role, she will apply her expertise in critical thinking and data analysis to refine sales strategies and initiatives that drive performance. Through a data-informed approach, Abby will support GMI's commitment to excellence by optimizing sales initiatives and maximizing sales strategy effectiveness.

"These promotions reflect Grace Management, Inc.'s dedication to fostering leadership excellence and strengthening our commitment to resident engagement and strategic growth," said Brian Storey, President of Grace Management, Inc. "Ashlea and Abby are dynamic, forward-thinking leaders who have demonstrated an unwavering passion for elevating the resident and team experience. We are confident that in their expanded roles, they will continue to make a significant impact, advancing our mission of providing a fulfilling and vibrant living experience for all those we serve."

About Grace Management, Inc.

Grace Management, Inc. (GMI) was established in 1984 to develop, market, and manage residential communities for seniors. With a commitment to excellence, GMI combines sound fiscal and operational management, adherence to the highest ethical standards, and a dedication to enriching the lives of both residents and associates.

Today, Grace Management, Inc. proudly operates 70 communities across 22 states, offering active adult living, independent living, assisted living, and memory care services tailored to meet the diverse needs of seniors. Through innovative programs such as Vibrant Living, *Graceful Dining*, *Living Gracefully*, and *The Graceful Experience*, GMI fosters a welcoming and engaging environment where residents can truly feel at home.

As a subsidiary of CPF Living Communities, GMI is recognized as one of the American Seniors Housing Association (ASHA)'s 50 largest senior housing operators. GMI's unwavering focus on quality, service, and resident-centered care continues to make GMI a leader in the senior living industry. For more information, please visit: www.gracemanagement.com

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Ashlea Smalley,
Vice President of Resident Experience



Abby Romaine,
Vice President of Sales Enablement



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