

ELLEN BELK, CDP

-----PROFESSIONAL PROFILE-----

A Dementia Care Solutions Expert, with a holistic approach, impacting caregivers across the country. A captivating speaker, published writer and caregiver trainer. A recognized industry innovator; developing successful programs and products:

- Mature Musicians
- Artistic Round of Applause
- Memory Magz®
- Memory Mealz™
- Fitness with Friends
- 360° Dementia Care Operational Manual™

----CERTIFICATES & CONTINUING EDUCATION----

- Certified Dementia Practitioner
- Master Trainer-Best Friends Dementia Care
- Leadership in Dementia Special Care Units
- Qualified Activity Director
- Trained Caregiver Support Group Facilitator
- Trained Dementia Specialist

-----PROFESSIONAL EXPERIENCE-----

KEEP IN MIND, INC.

PRESIDENT

- Provide leadership, business management and product development while acting as primary spokesperson for the Company, its interests and products.
- Develop new products and services while marketing and managing existing inventory.
- Consultant, specializing in operational solutions, executive leadership training and mentoring, activity program development and staff training.
- Keynote speaker, break-out presenter, published writer, subject-matter expert for media.

ATRIA SENIOR LIVING

DIVISIONAL LIFE GUIDANCE DIRECTOR

- Provided oversight and staff support for 24 memory care neighborhoods in eleven states, serving nearly 500 residents with Alzheimer's & Dementia.
- Created and implemented initiatives to maintain highest standards of excellence in dementia care while identifying community level needs and developing supportive solutions.
- Supported community level staff in company and state compliance standards, while maintaining records, communications and relationships with corporate executive level personnel.
- Identified industry trends, stayed current with research and dispensed information to Central Division personnel and corporate level executives.

-----PROFESSIONAL EXPERIENCE, continued-----

BROOKDALE SENIOR LIVING

DIRECTOR OF LIFE ENRICHMENT- MEMORY CARE

- Responsible for the research, development and implementation of daily activities for memory support assisted living unit serving 33 residents.
- Effectively team build with staff while communicating and nurturing relationships with residents, families, industry peers and corporate executives.
- Developed productive partnerships with community allies, businesses, churches and schools.

ALEXIAN BROTHERS HEALTHCARE SYSTEM

DIRECTOR OF THE ALEXIAN INSTITUTE & EDUCATION COORDINATOR

- Increased public awareness through program development, news releases, public speaking, and networking generating media coverage valued at nearly \$40,000 in a 10-month period.
- Brokered various unique marketing opportunities and partnerships resulting in increased public awareness and organizational growth.
- Established and facilitated a 12 member Advisory Council comprised of memory care experts from Southeastern Wisconsin to guide the development of employer's memory support strategic plan.
- Designed adult education curriculum from student, teacher and volunteer recruitment thru class development and program marketing.

THE LUTHERAN HOME

DIRECTOR OF ADULT DAY SERVICES

- Established partnerships with area schools, businesses and volunteers to provide client programs, resulting in improved community/resident relations and media exposure.
- Increased property census through innovative marketing, event planning, public speaking and industry networking.

SPORTS BROADCAST JOURNALIST

ON-AIR TALENT, PRODUCER, REPORTER, PUBLIC SPEAKER

- WTMJ, WISN – Milwaukee, WI
- WBT – Charlotte, NC
- WFAN, WLIB, eYada.com – New York, NY

-----EDUCATION & HONORS-----

Marquette University, Milwaukee, WI

Broadcast Journalism degree. Scholarship athlete; women's basketball

2013 Recipient of the James T. Tiedge Memorial Award

for business ethics presented by Marquette University