

I am pleased to join the staff at Mass-ALA as their Director of Education. Throughout my eleven-year involvement in the assisted living industry, I have enjoyed the support and leadership provided by the professionals at Mass-ALA who have been instrumental in shaping the face of assisted living in Massachusetts. As our society progresses in the appreciation of the concept of assisted living as a tremendous resource for older adults and their families, I consider it a privilege to be working alongside individuals who are committed to enhancing and promoting the industry through advocacy, education, and support. I am grateful to have joined the staff at Mass-ALA as they implement the initiatives identified through the development of their strategic plan and to utilize my experience and my passion to contribute to that effort.

Having been at Mass-ALA for just about a month, I have enjoyed meeting many individuals involved in caring for the older adult population in the assisted living setting. I am grateful to have received such a warm welcome. Our annual Awards Dinner allowed me to meet so many members and to see their passion for providing the best possible living environments for our aging population. The commitment of our members is evident, and I am impressed by the level of enthusiasm with which they provide for their communities. I share that enthusiasm and look forward to working together to accomplish many great outcomes for our member communities, residents, and staff. Please feel free to reach out to me at any time to share your thoughts or ideas.

We are currently seeking member ideas and input about which types of training and education are most needed within your company. Mass-ALA is exploring new educational initiatives so that we can improve on and expand our current offerings to help you and your colleagues in their service of older adults. If you have particular ideas or needs in this area that you think Mass-ALA could help with in terms of training and education, please contact me so we may connect and discuss those. And finally, stay tuned – as we will be sharing new programs as they are developed.

Best Regards,
Laurie Cashman
Director of Education
Mass-ALA