



LONGEVITY + INCLUSION ALLIANCE

# Retreat

2025 PROGRAM & SPONSOR GUIDE





# CONTENTS

**02**

**03**

**04**

**05**

**06**

**07**

**08**

**09**

**10**

**INTRODUCTION**

---

**ABOUT US**

---

**MEET OUR TEAM**

---

**MEET OUR FELLOWS**

---

**EVENT SCHEDULE**

---

**LOCATION**

---

**REGISTRATION**

---

**WHY SUPPORT THE  
ALLIANCE?**

---

**PARTNERSHIP  
OPPORTUNITIES**

---



# INTRODUCTION

*“Human longevity is inextricably tied to and greatly dependent upon inclusion.”*

**-Marvell Adams Jr., Founder**

The Longevity + Inclusion Alliance, started in 2023 as a part of W Lawson, is borne of out of the undeniable reality that longevity is inextricably tied to and greatly dependent upon inclusion. Creating equity in aging, in part, rests in the hands of those with the power to make change and the courage to take action.

The L+I Alliance Fellowship exists to ensure leaders, organizations, and business partners within the field of aging services are culturally competent, courageous, and intentional in their journeys of diversity, equity, inclusion, belonging, accessibility, and justice.



The Alliance Retreat, first held in 2024, is a unique opportunity for stakeholders from across aging and human services to come together, recharge, refocus and reunite in support of creating equity in aging.





Our approach to developing an inclusion strategy:

**Engagement:** Open, reciprocal dialogue with stakeholders that ensures all voices are heard.

**Assessment:** Objective data collection and analysis that give insight into past practices, present sentiments and future trends and opportunities.

**Shared Learning:** Ongoing educational opportunities that increase cultural competency and support stakeholder engagement and momentum.

**Plan Development:** Organized & actionable objectives within a strategic framework that supports organizational growth and furtherance of mission.

W Lawson is a strategic consulting company designed for aging and human services providers and business partners.

We commit ourselves to serving at the intersection of inclusion and longevity.

We do this through strategic consulting services for mission-driven organizations and business partners beginning or continuing a journey of inclusion.



# ABOUT US



# MEET OUR TEAM

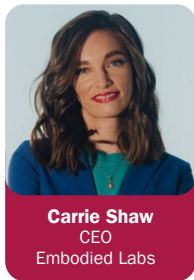


**Marvell Adams Jr.** is a renowned leader, educator, speaker, and activist within the field of aging services and beyond. He is a graduate of the Kendal Fellows Program and served as a member of its design team. Marvell also served as a coach for the LeadingAge Leadership Academy. Marvell is CEO of W Lawson and Co-Founder of The Longevity + Inclusion Alliance.

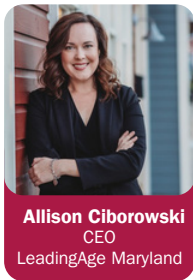


**Sarah J. Moore** is an accomplished senior level project director with expertise in urban planning, landscape architecture and process improvement methodologies. She has designed and directed multi-million-dollar projects for H&M; led the start-up of Quantum, the Kendal System GPO; and directed rebranding initiatives for Syracuse University. Sarah is Chief Operating Officer for W Lawson and Co-Founder of the Longevity + Inclusion Alliance.

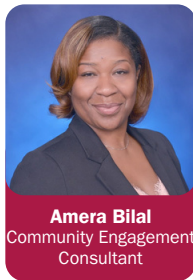




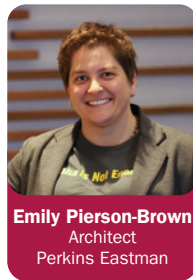
**Carrie Shaw**  
CEO  
Embodied Labs



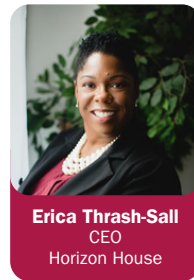
**Allison Ciborowski**  
CEO  
LeadingAge Maryland



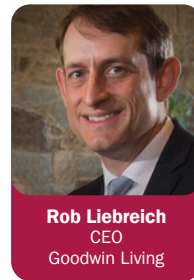
**Amera Bilal**  
Community Engagement  
Consultant



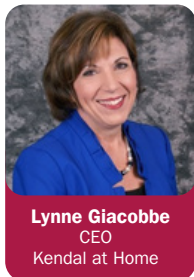
**Emily Pierson-Brown**  
Architect  
Perkins Eastman



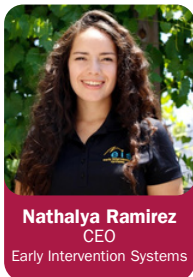
**Erica Thrash-Sall**  
CEO  
Horizon House



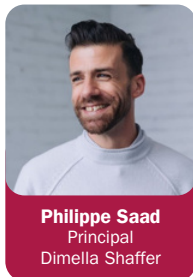
**Rob Liebreich**  
CEO  
Goodwin Living



**Lynne Giacobbe**  
CEO  
Kendal at Home



**Nathalya Ramirez**  
CEO  
Early Intervention Systems



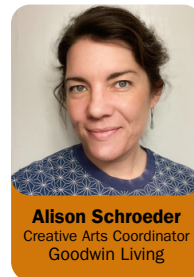
**Philippe Saad**  
Principal  
Dimella Shaffer



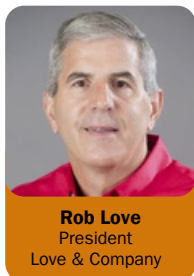
**Kane Marschall**  
President  
Good People



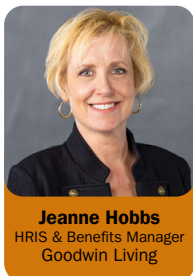
**Kendra Roberts**  
VP, Operations  
HumanGood



**Alison Schroeder**  
Creative Arts Coordinator  
Goodwin Living



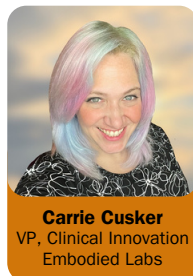
**Rob Love**  
President  
Love & Company



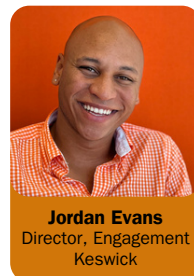
**Jeanne Hobbs**  
HRIS & Benefits Manager  
Goodwin Living



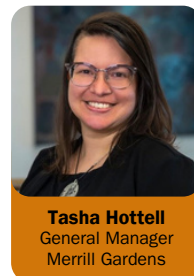
**Amu Ptah**  
Senior Consultant  
PtahWorks Industries



**Carrie Cusker**  
VP, Clinical Innovation  
Embodied Labs



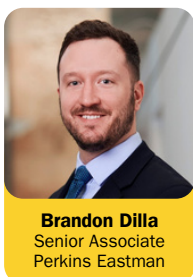
**Jordan Evans**  
Director, Engagement  
Keswick



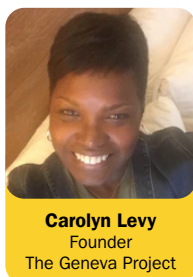
**Tasha Hottell**  
General Manager  
Merrill Gardens



**Zehra Abid-Wood**  
CEO  
Lasell Village



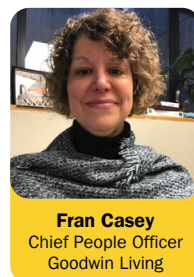
**Brandon Dilla**  
Senior Associate  
Perkins Eastman



**Carolyn Levy**  
Founder  
The Geneva Project



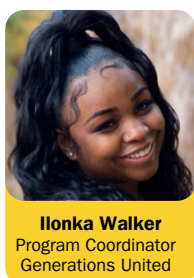
**Erin Washington**  
Co-Founder  
Embodied Labs



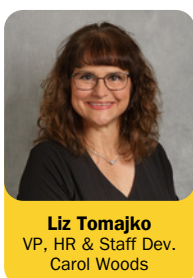
**Fran Casey**  
Chief People Officer  
Goodwin Living



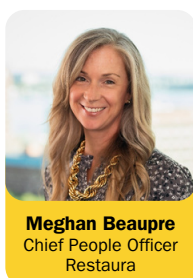
**Steve Powell**  
VP, Finance & IT  
Lutheran Social Ministries of MD



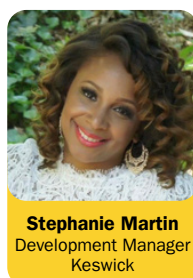
**Ilonka Walker**  
Program Coordinator  
Generations United



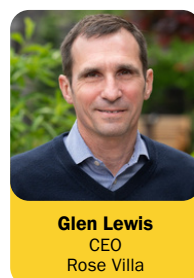
**Liz Tomajko**  
VP, HR & Staff Dev.  
Carol Woods



**Meghan Beaupre**  
Chief People Officer  
Restaura



**Stephanie Martin**  
Development Manager  
Keswick



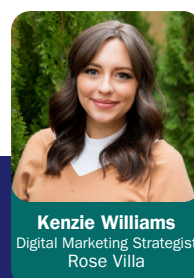
**Glen Lewis**  
CEO  
Rose Villa



# MEET OUR FELLOWS



**Chandra Levy**  
Chief Operating Officer  
Goodwin Living



**Kenzie Williams**  
Digital Marketing Strategist  
Rose Villa

ALPHA

BETA

GAMMA

DELTA

ALREADY  
COMMITTED!



# EVENT SCHEDULE



04  
MAY

## DAY 0

FELLOWS ONLY. Welcome Dinner with a casual and friendly vibe for first time connections and long overdue reunions for current & incoming Fellows and alumni.



05  
MAY

## DAY 1

FELLOWS ONLY. Re/Unite for challenging and revitalizing sessions and the return of Catalyst-in-Residence **Christopher Ridenhour!**



### Friends & Allies Welcome Night!

**MONDAY, MAY 5th 5:30PM - 10PM**

An evening of engagement with fellows, friends and allies of The Alliance. Enjoy drinks, wonderful food and fun at Hotel Revival's rooftop restaurant, Topside!



06  
MAY

## DAY 2

With over 100 leaders across aging and human services in attendance, the day includes inspiring speakers, engaging panel discussions, impactful roundtable conversations and breakouts.



07  
MAY

## DAY 3

Continuing momentum, this day focuses on individual impact and developing courses of action in ensuring equity in aging becomes a reality an energizing farewell session.

## KEYNOTE SPEAKER DAY 2

### PROF. ELIZABETH LEIBA

Best selling author of *I'm Not Yelling* and *Protecting My Peace*

Elizabeth Leiba is a writer, college professor, and advocate for Black business women. Liz will led an intimate conversation on Women & Intersectionality and her story portrayed in *I'm Not Yelling*, followed by a book signing!







# HISTORIC MT. VERNON BALTIMORE, MD

*View from Topside Restaurant at Hotel Revival.*

## LOCATION

Woven into the rich fabric of historic Mount Vernon neighborhood, **Hotel Revival** is not just a hotel but an active member of the diverse community of Baltimore. With 107 beautifully restored guest rooms, a rooftop restaurant, cocktail lounge & karaoke room, and a coffee shop, the vibrant experience reflects and embraces its surrounding community. Attendees will enjoy panoramic views of Baltimore and the country's first Washington Monument, completed 60 years before DC's! LIA Retreat events will be held exclusively at Hotel Revival with part of the proceeds from our gathering supporting Revival's current social impact partner, CLLCTVLY (a nonprofit that amplifies Black-led organizations).

# REVIVAL



# REGISTRATION



**Join the movement!** Register today to attend the 2nd Annual Longevity + Inclusion Alliance Retreat in Historic Mt. Vernon, Baltimore, MD!

		May 4	May 5	May 6	May 7
FELLOWS REGISTRATION	\$795.00	X	X	X	X
<i>Includes Fellows Only Events &amp; Retreat</i>					
EARLY BIRD GENERAL REGISTRATION	\$995.00		X	X	X
<i>Includes Retreat</i> <b>MUST REGISTER ON/BEFORE 3/31/25</b>					
GENERAL REGISTRATION	\$1195.00		X	X	X
<i>Includes Retreat</i>					

**Only a limited number of registrations are available for the Alliance Retreat so don't delay!** We expect to sell out this highly unique and sought after event!

**Register Now**

at [wlawsoncompany.com/retreat](http://wlawsoncompany.com/retreat)

**Scan Here**



## Travel & Lodging Information

The closest airport is BWI and the venue is a 25 min taxi/rideshare away.

We encourage attendees to take advantage of our special pricing for hotel accommodations at **Hotel Revival** by reserving your room through our registration page.

HOTEL REVIVAL	\$205.00 PER NIGHT
<i>King/Double Bed(s)</i>	

# THANKS TO OUR 2024 PARTNERS



## WHY SUPPORT THE ALLIANCE RETREAT?



### ENGAGE LEADERS

Over 75% of LIA Retreat attendees are C-suite executives, directors, and senior-level decision-makers in aging services, senior living, and human services. They control budgets, approve partnerships, and make key purchasing decisions.

The LIA Retreat provides a unique opportunity for companies and organizations to engage within the **rapidly diversifying sectors** of aging, senior living and human services. The retreat **attracts C-suite executives and organizational leaders** who shape policies, influence purchasing decisions, and drive innovation in aging services.



### DEI-DRIVEN

We are **diverse humans serving diverse humans** and the robots are not coming. Women make up 87% of the direct care workforce. Nearly 60% of direct care workers are people of color. By 2031, the healthcare and social assistance sector is projected to add more than 2.1 million jobs, the most of any industry.

**The workforce serving older adults is one of the most diverse in the U.S.**

Source: National Academy for State Health Policy

### LEAD THE TREND

**Don't just follow the trend, lead it!** BIPOC older adults grew from 9M (21%) in 2012 to 14.5M (25%) in 2022—and are projected to reach 26.6M (34%) by 2040. The non-Hispanic White older adult population will drop from 75% in 2022 to 60% by 2050. By 2030, 1 in 5 Americans will be 65 or older.



Senior care is shifting toward home- and community-based services, personalized care models, and technology integration. **Employment in aging services will need to grow 26.5% from 2023-2033 to meet demand.** Senior living communities are increasing investment in DEI, workforce retention, and culturally competent care. VR-based training, AI-enhanced caregiving, and person-centered care models are rapidly expanding. **Lead inclusively or be left behind.**

Source: Administration for Community Living



# PARTNERSHIP OPPORTUNITIES



## FELLOWSHIP

**\$30,000**

**Presenting Sponsor for Fellows Re/Union (May 4-5); Exclusive invitation to Fellows Only Events; Over 12 hours of direct engagement with CEOs from across the industry; Four (4) guaranteed full registrations for LIA Retreat (May 5-7);** Speaking and participating role during LIA Retreat; Tuition waived invitation to the next LIA Fellows Cohort; Longevity + Inclusion Alliance 2025-2026 Business Membership.

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## BELONGING

**\$20,000**

**Presenting Sponsor for LIA Retreat (May 5-7); Three (3) guaranteed full registrations for LIA Retreat (May 5-7);** Speaking and participating role during LIA Retreat; Tuition waived invitation to the next LIA Fellows Cohort; Longevity + Inclusion Alliance 2025-2026 Business Membership.

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## TOGETHERNESS

**\$12,500**

**Presenting Sponsor for LIA Retreat Welcome Reception & Dinner (May 5); Two (2) guaranteed full registrations for LIA Retreat (May 5-7);** Speaking and participating role during LIA Retreat; Tuition waived invitation to the next LIA Fellows Cohort; Longevity + Inclusion Alliance 2025-2026 Business Membership.

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## ENGAGEMENT

**\$4,500**

**Presenting Sponsor for a Networking Lunch, Dinner or Reception (May 6 or 7); One (1) guaranteed full registration for LIA Retreat (May 5-7);** Speaking and participating role during LIA Retreat; Longevity + Inclusion Alliance 2025-2026 Business Membership.

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## ALLYSHIP

**\$3,000**

**Presenting Sponsor for a Breakout or Roundtable Session (May 6 or 7); One (1) guaranteed full registration for LIA Retreat (May 5-7);** Longevity + Inclusion Alliance 2025-2026 Business Membership.

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**Customized partnership opportunities also available.**

**Contact Sarah at [sarah.moore@wlawsoncompany.com](mailto:sarah.moore@wlawsoncompany.com) for more information.**



*"I aim to learn how to foster an inclusive workplace by accessing resources our team at Early Intervention Systems Inc. (EIS) can use to continue supporting our senior living caregivers."*



**- Nathalya Ramirez, Co-Founder at EIS | Alpha Cohort Fellow**

*"The Longevity + Inclusion Alliance Fellows Program has helped shape my leadership approach, emphasizing the critical importance of justice, equity, diversity, and inclusion in aging services. As CEO of Horizon House, I have made creating a more inclusive community a priority."*

*Collaborating with leaders like Rob Love of Love & Company and Emily Pierson-Brown of Perkins Eastman—fellow alumni of the Fellows Program—has been particularly rewarding. Our shared commitment to these principles has enabled us to develop innovative solutions that resonate deeply with our Horizon House community."*

**- Erica Thrash-Sall, CEO at Horizon House | Alpha Cohort Fellow**



*"Goodwin Living is an organization of intentional welcome, which means we work to welcome everyone to the organization and encourage people to bring and become the best version of themselves. Because it is the right thing to do."*

**-Rob Liebreich, CEO  
at Goodwin Living  
Alpha Cohort Fellow**

## JOIN THE MOVEMENT!

