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### THREE PILLARS SENIOR LIVING MAKES STAFFING CHANGES TO MEET CUSTOMER NEEDS

**Dousman, WI. June 13, 2018** —Three Pillars Senior Living Communities celebrates three big staffing announcements to help the organization achieve their mission of meeting the social, physical, and spiritual needs of older adults by providing high quality senior housing and services.

According to Three Pillars' CEO Mark Strautman, "Over the past couple of years, we've looked at how to better position Three Pillars to anticipate and meet or exceed changing customer expectations – all customers including residents, staff, volunteers, Wellness clients, outreach referrals, etc. How people perceive us starts long before they visit, and can change based on single interactions throughout their relationship with us. Our new additions and changes will help lead our customer focused initiatives."



*Kim Roeseler, Recruitment & Retention Manager*



*Kelsey Pangborn, Customer Experience Manager*



*Josh Van Den Berg, Chief Marketing & Communications Officer*

First, Kim Roeseler is the new Recruitment & Retention Manager where she will focus on maintaining the high-quality staff, while sharing the Three Pillars' message with potential staff. Mrs. Roeseler can't wait. "I'm excited to be a part of the Three Pillars team. I feel honored that I can assist in the recruitment and retention of qualified applicants/staff who support the residents that call Three Pillars their home so they can live meaningful and fulfilling lives."

Kelsey Pangborn, who most recently served as the organization's Communication Strategist, takes on a new and exciting role as Three Pillars' Customer Experience Manager. Mrs. Pangborn will focus on understanding Three Pillars' audiences and delivering exceptional customer service at each stage of the customer journey.

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Mrs. Pangborn is excited for the opportunity, "I've seen firsthand the nonprofit mission in action, making a positive impact in the lives of residents, staff, volunteers, and visitors. Now, as Customer Experience Manager, it's my pleasure to act as the bridge between those customers and the organization, leading the development and celebration of innovative, "people-first" experiences."

Josh Van Den Berg returns to Wisconsin after communication work with the State of Minnesota. Mr. Van Den Berg will lead the organization's strategic marketing and communications as the Chief Marketing and Communications Officer.

"It's wonderful to be back at Three Pillars to help this organization share their powerful story. It's an exciting time organizationally—we have a creative and dedicated staff and a lot of stories to tell."

Mr. Strautman noted that, "It's exciting when we can bring in talented people who are also an outstanding fit for our culture of serving others. Three Pillars is fortunate to have Kim, Kelsey, and Josh assuming these important roles."

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