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Contact:
Zack Zupke – Director of Marketing
262.965.7049
zzupke@threepillars.org

Three Pillars Welcomes New Director, Announces New Executive Directors

Dousman, Wis. December 13, 2022 – Three Pillars Senior Living Communities is pleased to announce the addition of a new director to their management team and the promotion of two new Executive Directors. Zack Zupke has been hired to lead Three Pillars’ marketing and communications efforts as the Director of Marketing, Mary Medina, MSN, RN, has been promoted to Executive Director of Residential Services, and Pete Eide, NHA, has been named Executive Director of Health Services.

Zupke arrives at Three Pillars with over 25 years of experience in marketing, primarily in the non-profit sector, and possesses a wide range of creative expertise, including writing, graphic design, social media, and public relations. His newly-created role will oversee the entire Three Pillars brand, which includes marketing, communications, public relations, and more.

Medina was previously the Director of Training and Development at Three Pillars and has been with the organization since June, 2018. In her new role as Executive Director of Residential Services, she will oversee both Village on the Square Independent Living and Compass Point Catered Assisted Living. Medina has over 15 years of experience in the nursing field, including leadership, education, and development.

Eide started his Three pillars tenure in July as the Administrator of Health Services. In his new role as Executive Director of Health Services, he will oversee the Masonic Center for Health & Rehab and Riverside Lodge Assisted Living & Memory Care. Eide has over 20 years of experience in administration at long-term care facilities.

Mark Strautman, President & CEO, says of the changes “The work we do is guided by what’s best for our residents and the long-term success of Three Pillars. Any successful organization is made up of individuals committed to leading and helping that organization achieve their mission and fulfill their purpose.”



Zack Zupke
Director of Marketing



Mary Medina
Executive Director of Residential Services



Pete Eide
Executive Director of Health Services

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Three Pillars Senior Living Communities is a not-for-profit organization located in Dousman, WI and is sponsored by the Masonic Fraternity. Three Pillars Senior Living Communities takes pride in meeting the social, physical, and spiritual needs of older adults by providing high quality senior housing and services. For more information about this story or Three Pillars Senior Living Communities please contact Zack Zupke, Director of Marketing at 262.965.7049 or zzupke@threepillars.org.

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