

For Immediate Release  
March 17, 2015

**Richard J. Herrick, President of the New York State Health Facilities Association/New York State Center for Assisted Living Announces the Appointment of Carla Erhartic as Coordinator of Assisted Living Member Support and Services**

Richard J. Herrick, President of NYSHFA/NYSCAL, is pleased to announce that Carla Erhartic will join the Association as the Coordinator of Assisted Living Member Support and Services.

Carla Erhartic is a veteran of the assisted living industry and has been in the profession for more than 20 years. Her experience in administration, daily operations, marketing, finance and grant writing brings tremendous value and service to the current and future members of the Association. In addition, Ms. Erhartic has a wealth of experience in disaster preparedness and will be an asset to all members of the association in their emergency preparedness efforts.

Prior to coming to NYSHFA/NYSCAL, Ms. Erhartic held the position of Membership Services, Development and Emergency Preparedness Liaison at ESAAL for seven years. In her role, she supported members in their operational challenges, emergency preparedness, educational planning and member recruitment.

Prior to that, Ms. Erhartic held a variety of positions within assisted living communities- including Community Business Director for Atria Senior Living; Administrator for Fountain View Adult Home, Administrator of St. Joseph's Villa Adult Home; and, assisted living operations experience in her home state of Kansas. Carla states "I am very excited to continue my work efforts in the assisted living profession and looking forward to working with the members of NYSHFA/NYSCAL and being part of the Association's growth and new members' services."

"This exciting addition to our team comes at a time of extraordinary growth of our assisted living membership, and will assure our commitment to superior value for our membership," states Richard Herrick, President and CEO of NYSHFA/NYSCAL.

Ms. Erhartic lives in Clifton Park with her husband, and spends her spare time volunteering with a local pet rescue.

Ms. Erhartic assumes her duties as NYSHFA/NYSCAL's Coordinator of Assisted Living Member Support and Services on March 23, 2015.

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*The New York State Health Facilities Association/New York State Center for Assisted Living (NYSHFA/NYSCAL) is a member-driven association of providers of long term care services, caring for individuals of all ages in proprietary, not-for-profit, and government-sponsored skilled nursing, post-acute, rehab, adult care and assisted living communities across the state of New York. NYSHFA/NYSCAL is dedicated to assisting its members in achieving excellence in the provision of efficient and effective quality long term care services through leadership, professional development and active involvement in the shaping of public policy.*