



CITY OF POMPANO BEACH
ADVISORY BOARD / COMMITTEE
APPLICATION

City Clerk's Office Phone: 954-786-4611 Fax: 954-786-4095
Post Office Drawer 1300, Pompano Beach, FL 33061
www.pompanobeachfl.gov

2018 MAR 23 AM 11:49
CITY OF POMPANO BEACH
OFFICE OF THE CITY CLERK

Mr. ☒ Mrs. ☐ Ms. ☐ Miss ☐ Name: Gerald Stryker

Residence Information:

Home Address: 251 AW 7th St
City/State/Zip: Pompano Beach FL 33060
Home Phone: 0 Cell Phone: 954-303-4593
Email: gstryker@JKVFL.com Fax: 954-783-4097

Business Information:

Employer/Business Name: John Knox Village of FL Inc
Current Position / Occupation: President / CEO
Business Address: 651 SW 6th St
City/State/Zip: Pompano Beach FL 33060
Business Phone: 954 783 4021 Fax: 954-783-4097 Email: gstryker@JKVFL.com

Are you a U.S. Citizen? Yes ☒ No ☐

Are you a resident of Pompano Beach? Yes ☒ No ☐ Reside in District: 1 ☐ 2 ☐ 3 ☒ 4 ☐ 5 ☐

Do you own real property in Pompano Beach? Yes ☒ No ☐

Are you a registered voter? Yes ☒ No ☐

Have you ever been convicted of a felony? Yes ☐ No ☒

Current or prior service on governmental boards and/or committees: _____

Please make a check next to the Advisory Boards/Committees you would like to serve on:

<input checked="" type="checkbox"/> Affordable Housing	<input type="checkbox"/> Cultural Arts	<input type="checkbox"/> Parks and Recreation
<input type="checkbox"/> Air Park	<input type="checkbox"/> Education	<input type="checkbox"/> *Planning & Zoning/Local Planning Agency
<input type="checkbox"/> Architectural Appearance	<input type="checkbox"/> Emergency Medical Services	<input type="checkbox"/> *Police & Firefighter's Retirement System
<input type="checkbox"/> Nuisance Abatement Board	<input type="checkbox"/> *Employee's Board of Appeals	<input checked="" type="checkbox"/> Pompano Beach Economic Development Council
<input type="checkbox"/> Charter Amendment	<input type="checkbox"/> Employee's Health Insurance	<input type="checkbox"/> Public Art Committee
<input type="checkbox"/> Community Appearance	<input type="checkbox"/> *General Employee's Retirement System	<input type="checkbox"/> Recycling & Solid Waste
<input checked="" type="checkbox"/> *Community Development(CDAC)	<input type="checkbox"/> Golf	<input type="checkbox"/> Sand & Spurs Riding Stables
<input type="checkbox"/> CRA East	<input type="checkbox"/> Historic Preservation	<input type="checkbox"/> Marine
<input type="checkbox"/> CRA West	<input type="checkbox"/> *Housing Authority of Pompano Beach	<input type="checkbox"/> *Unsafe Structures
		<input type="checkbox"/> *Zoning Board of Appeals

*Financial Disclosure Form is required, if appointed to serve, upon appointment and upon resignation/retirement.

(*) See Attached Resume
In addition a Resume may be attached

Education: _____

Experience: _____

Past Positions: _____

Hobbies: _____

Making any false statements herein may be cause for revocation by the City Commission of any appointment to a Board/Committee.

Signature: _____

Date: 3/23/18

Initials of Clerk or Deputy: _____

Date received or confirmed: _____

Please check one: ☐ New Application ☐ Currently Serving on Board ☐ Updated Information

Note: Application is effective for one year from date of completion. If you have any questions on the above, please call the City Clerk's Office at: 954-786-4611, or send via fax to: 954-786-4095.

GERALD S. STRYKER

251 SW 7th St / Pompano Beach, FL 33060/ (585) 303-4593
gstryker@jkvfl.com

INNOVATIVE HOUSING EXECUTIVE / CHIEF EXECUTIVE OFFICER WITH BREAKTHROUGH INTERGENERATIONAL FOCUS

PROFESSIONAL SUMMARY

INNOVATIVE SENIOR HOUSING EXECUTIVE offering a prolific, outstanding record of visionary leadership achievement in the design and delivery of a game-changing lifestyle model for an aging demographic that transcends generations for intellectually vibrant, engaging, and meaningful lifestyle experiences. A dynamic, personable, and accomplished performer with vast P&L experience in building enriched, service-driven senior housing communities that consistently outperform the competition; exceed resident and community partner expectations; and take senior housing to the next level. A reputation defined by an inspiring leadership style, the ability to create synergies throughout the community, and demonstrated year-over-year results.

Core Competencies:

- Start-Up Operations
- Building a Top Tier Brand
- Marketing/Advertising/PR
- Staff Hiring/Training/Mentoring/Team Building
- Budget Preparation and Financial Management
- Optimizing Senior Engagement Opportunities
- Relationship Management
- Presentations/Public Speaking
- Competitive Benchmarking

SELECT ACHIEVEMENT HIGHLIGHTS

Development of Senior Living Communities that Consistently Exceed Performance Targets:

20+ years of experience in developing/managing 4 start-ups of Senior Living Communities in 3 states that consistently rise to the #1 market position with 100% occupancy in 12-14 months, 98% overall resident satisfaction, and financial results attaining \$250K operating margins. Comprising diversified models (Life Care, Entrance Fee, Rental, and Ownership) the communities serve 200-500+ older adults living in 177 to 403 independent living residences, 40 assisted living units, and 40-60 skilled nursing units with \$5-10M operating budgets.

Transformation of Traditional Elder-Segregated Organizations Into Vibrant Multi-Generational Communities:

Masterminded a new award-winning concept in senior living that has been transformative in creating a highly engaged resident experience. Collaborated with academic organizations to conduct unique courses in which seniors attend class, assist with instruction, mentor and participate with students in community wide projects, share knowledge and expertise on subjects about which they are passionate, and change student perception of older adults. These initiatives have led to life-long learning collaborations, peer-reviewed publications, a national award, and thousands of referrals from residents and families.

Creation of New Revenue Streams through Identification of Needed Services:

Drive the strategic plan in concert with the executive leadership team and board to ensure organizational viability, best-in-class offerings, and top market share at all times. Outputs include the development of the nation's first Community Green House® Home, integrated new urbanism housing, partnerships with community organizations to determine services necessary to aging in place effectively, and the resultant revenue streams from these programmatic innovators.

Recruiting A Productive, Engaged Board:

Expert at identifying and recruiting new members for optimal organizational impact and long-term engagement.

PROFESSIONAL EXPERIENCE

JOHN KNOX VILLAGE, Pompano Beach, Florida

2013 – Present

President / Chief Executive Officer

Responsible for the Vision and Overall Strategic planning and operations of the second largest Life Plan Community in Florida consisting of over 1000 residents and 700 staff with a \$60M operating budget.

- Opened the first 12 Skilled Nursing Green House Homes in a Florida Life Plan Community

ST. JOHN'S HEALTH CARE CORPORATION, Rochester, New York
Vice President / Chief Administrative Officer

1998 –2012

Responsible for the successful start-up of St. John's Meadows, a \$40M 339 unit rental senior living community consisting of 45 cottages, 176 apartments with a la carte support services, 80 apartments with a service package, 38 Enhanced Assisted Living residences, and 36 affordable rental units. In 2011, advanced the concept of new urbanism by developing Brickstone, a \$32M, 102 unit community comprised of bungalows, apartments, and townhouses with a European Village Square of 10,000 square feet of restaurant and retail space as a walkable destination to bring all generations together.

- Achieved 100% occupancy of St. John's Meadows within 12 months; reached break even by 6 years of opening
- Achieved 70% of Brickstone in pre-sales prior to construction
- Manage a \$10M operating budget and a \$500K capital budget
- Participated in the planning of the first Community Green House® Home in the US
- Lead a business plan development team to evaluate the viability of a Home and Community Based Service model
- Lead a community collaboration to assess & devise a continuum of care that are assessable to the deaf community
- Designed community consortium with 5 area colleges to create intergenerational learning/interaction opportunities that includes distance learning for lifelong learning
- Partner with the region's colleges and universities to integrate academic partners with community organizations
- Developed pilot on-site & telemedicine health services via 3-year NIH Grant and a physician practice in order to increase quality of care while decreasing health care costs & utilization of hospital emergency services
- Developed a blood lab, podiatry, dental hygiene, dental assessment, and massage therapy services
- Partnered with Eden at Home to allow Licensed HCA's and others to include elders in decision-making processes
- Developed a lecture series and support workshop with the Alzheimer's Association for elders, families, and staff
- Created collaborations with Midtown Athletic Club, Pieters Family Life Center and HMO-based services to facilitate life fitness programming for residents
- Created intergenerational partnership with resident former social worker, undergraduate Journalism and Communication majors and residents to produce life biographies using storytelling, video and audio platforms
- Introduced use of Skype, Facebook to forge social media literacy and connection for all residents

AYRAULT FAMILY, LLC., Syracuse, New York
Independent Consultant

July – December 1997

Provided technical assistance to develop Home Health Care / Assisted Living Programs for their Staff Builders franchise in Central New York.

HCR HOME HEALTH AGENCY, Rochester, New York
Vice President / Program Development [October 1995 – December 1996]
Independent Consultant [January – October 1995]

1995 – 1996

As VP, spearheaded a full range of administrative, compliance, and marketing initiatives for this leading provider of in-home health care services. In the capacity as Independent Consultant, developed the HCR's strategic plan, marketing recommendations, and its Catered Living Resident Services Program to Linden Knoll properties as well as performed marketing/financial feasibility studies for Tobin & Grifferty, PC law firm relative to a 45-unit Assisted Living Facility and 15 Independent Living Homes representing Phase I of the project.

- Led organization to successfully achieve JCAHO accreditation
- Designed wellness programs/supportive services to allow clients to greater interdependence and self-sufficiency
- Trained Home Care Coordinators and Program Directors in relationship marketing
- Developed the 1996 Corporate Marketing Initiative, Budget, and Communications Plan
- Presented "Healthy Start" projects re: national contract with the Federal Bureau of Maternal Child Health Services
- Designed the Retail Wellness Business Plan for execution in commercial, residential, corporate, & resort settings
- Responsible for ongoing development of community-based Home Care Services and Shared Aide Programs

THE EDDY, Troy, New York
Executive Director / Beverwyck Retirement Community

1992 – 1995

Responsible for planning, overseeing, and implementing the development, marketing, financial administration, and ongoing management of this innovative retirement community, the first in the region. Served in every phase, from concept planning through design modifications, budgeting, start-up marketing, and operations. Steered this ambitious effort to significant results in sales, occupancy, and financial performance.

Project Achievements:

- Opened facility (September 1993) with 46-unit move-ins within first month
- During the first year, delivered an extremely high level of customer satisfaction, leading to numerous referrals
- Achieved 100% sales and 100% occupancy within first fourteen months of operation
- Achieved 42% pre-sales of Phase II units; achieved \$300K savings to budget during 1993 and \$600K for 1994

LIFE CARE SERVICES CORPORATION, Des Moines, Iowa

1986 – 1992

Administrator / Evergreen Woods life Care Community – North Branford, Connecticut [1991 – 1992]

Held budgetary, human resource, and operational responsibilities relative to the start-up and ongoing management of a 177-unit CCRC along with the licensure of a 40-bed SNF. Quickly developed an effective, cohesive management team; coordinated the sale of units (80%) and move-ins (60%).

Administrator / Whitney Center Life Care Community – Hamden, Connecticut [1988 – 1991]

Directed a \$5M+ annual operating budget, marketing, and HR for a 199-unit CCRC and 60-bed SNF. Sustained a 98% occupancy rate; advised and provided monthly management updates to a 15-member non-profit Board.

Assistant Administrator / The Waterford Life Care Community – Juno Beach, Florida [1986 – 1988]

Ensured the effective delivery of patient care in a 306-unit ACLF (Adult Congregate Living Facility) and directly oversaw a 60-bed SNF. Managed a \$7M budget; sustained a 95% occupancy rate.

EDUCATIONAL BACKGROUND

GEORGE WASHINGTON UNIVERSITY, **Master of Health Services Administration**, 1986, Washington, DC

ITHACA COLLEGE, **Bachelor of Science, Health Services and Business Administration**, 1984, Ithaca, NY

AWARDS & HONORS

- Leading Age Excellence in Research and Education Award Nominee, 2012
- Victor Central School District's Distinguished Alumni Award Nominee, 2012
- Innovation in Education Award Nominee, by the National Leading Age Association, 2011
- Pinnacle Award, BOCES #1 Center for Interactive Learning & Collaboration for Distance Learning, 2011
- Service Project Award for Academic Service Learning, The Association for Gerontology in Higher Education's National Academic Honor and Professional Society in Gerontology, 2010
- Senior Living Community Project of the Year Award, National Home Builders Association, 1999

LICENSURES AND CERTIFICATIONS

Nursing Home Administrator in State of Florida and New York

Certified Eden at Home Associate - 2008

COMMUNITY INVOLVEMENT

GUY HARVEY OCEANOGRAPHIC INSTITUTE NOVA DEVELOPMENT COUNCIL [2017- Present]

NAZARETH COLLEGE GERONTOLOGY COURSE, Co-Teacher with Dr. David Steitz [2009 – 2012]

BOCES BATHSPHERE UNDERWATER BIOLOGICAL LAB PROJECT, Advisor to the RMSC [2005 – 2012]

KIRKHAVEN BOARD OF DIRECTORS [Former Member, 1997 – 1999]

BRISTOL HARBOR RESORT BOARD OF DIRECTORS [Former Member, 2002 – 2004]

PROFESSIONAL AFFILIATIONS

- National Leading Age Association
- International Council on Active Aging
- Leading Age, Florida

Passionate About "Elderhood" and the Redefinition of Aging in America / Scuba Diving – Master SD Trainer/PADI



Gerald S. Stryker

Executive Leader

Innovative Senior Living Lifestyles -- Chief Executive Officer

A visionary executive with an outstanding record of leadership achievement in the design and delivery of a game-changing, intergenerational elderhood lifestyle model for the senior demographic. Adept at creating strong and enduring collaborative relationships and partnerships that effect transformative change. A critical thinker and creative decision maker with a bias for action. Has the demonstrated 'know how' to navigate through strategic, operational and organizational processes to achieve sustainable growth.

Critical Transferrable Skills

Principled Leadership
Strategic Implementation
Start-up Operations, Expansion & Transitional Management
Operational Effectiveness
Competitive Benchmarking
Budget Planning, Development, and Control
Team Selection & Engagement
Joint Ventures /Strategic Partnerships
Program Development
Top-tier Branding & Re-positioning
Marketing & Public Relations

Select Key Achievements

30+ years of experience in developing and managing 5 start-up Senior Living Communities in 4 states that consistently rise to the #1 market position with 100% occupancy in 12-14 months, achieving 98% overall resident satisfaction, and financial results attaining \$250K operating margins.

Developed the nation's first Community Green House® Home in NY and FL.

Masterminded the concept of transforming traditional elder-segregated institutions into vibrant multi-generational communities.

Recognized by leaders in the field of Aging for commitment to research, education & innovation excellence.

History

- **John Knox Village, Pompano Beach, FL**
As President and CEO, responsible for the Vision and Overall Strategic Planning and Operations of the second largest Life Plan Community in Florida consisting of 1000+ residents and over 700 staff with a \$60M operating budget.
- **St. John's Health Care Corporation, Rochester, NY**
As VP/CAO, responsible for the successful start-up of two enriched, service-driven senior living communities; St. John's Meadows, a \$40M, 339 unit senior living community; and Brickstone, a \$32M, 102 unit community, both honoring a new urbanism that transcend generations to create intellectually vibrant, engaging, and meaningful life experiences.
- **Ayrault Family, LLC, Syracuse, NY**
Provided technical consulting to develop Home Health Care/Assisted Living programs for their Staff Builders franchise in Central NY
- **HCR Home Health Agency, Rochester, NY**
As Vice President, spearheaded administrative, compliance and marketing initiatives including successful JCAHO accreditation. As an Independent Consultant, developed a comprehensive strategic plan, Catered Living Resident Program for Linden Knoll property, and marketing/financial feasibility studies for Assisted Living facilities and Independent Living homes.
- **The Eddy, Troy, NY**
As Executive Director, responsible for the master planning, design/development, financial administration, marketing and management of an innovative a two-phase retirement community, a first in the region that exceeded industry start-up benchmarks.
- **Life Care Services Corporation, Des Moines, IA**
Provided administrative leadership for three Life Care Communities: **Evergreen Woods**, North Branford CT; **Whitney Center**, Hamden, CT, **The Waterford**, Juno Beach, FL

Unique Abilities

- Proven ability to manage multiple competing priorities and keep complex projects on parallel paths.
- A 'game changer' - sets the agenda to be the best of the best.
- Takes a balanced 360° approach that encourages engagement and realizes profitability; proven operational leadership expertise.
- Provide leadership under fire, while not losing sight of the future.

Education

George Washington University, Master of Health Services Administration
Ithaca College, B.S., Health Services and Business Administration

Professional Affiliations

National Leading Age Association
International Council on Active Aging
Leading Age, Florida
Guy Harvey Oceanographic Institute Development Council Board Member