

# Continuing Care Hall of Fame 2023



Atlanta, GA – September 1, 2023 - The Continuing Care Hall of Fame (CCHoF) will induct four new members in its Class of 2023. The CCHoF was created in 2015 by AV Powell, Founder of A.V. Powell & Associates, LLC, as a way to honor individuals and organizations for their contributions to the development of Continuing Care Retirement Communities (CCRCs) and Continuing Care at Home (CCaH) programs.

The four inductees selected for the Class of 2023 are Mary G. Leary, Stephen E. Proctor, Scott E. Townsley, and Gardner W. Van Scoyoc. These four individuals collectively represent more than 175 years of service to the senior living industry and reflect the “Gold Standard” epitomized by the prior 14 CCHoF members.

**Mary G. Leary, President and CEO, Mather** — a visionary, always looking to what’s *next* — has been changing the image and narrative of aging since becoming involved in senior living nearly 40 years ago. Her inspirational leadership at Mather over the last 20-plus years transformed a little-known not-for-profit into a highly-regarded, internationally-known senior living organization with a reputation for its successful business models and innovation. Mary has had a marked influence on the industry, serving on several national advisory boards and achieving significant recognition for both herself and Mather. Her drive to support older adults in living well is exemplified by her commitment to Mather’s applied research and community-based programs that are *Nextraordinary!*

**Stephen E. Proctor, CEO (Retired), Presbyterian Senior Living**, cites the “call to serve” as the impetus for his involvement in senior living. Steve’s career at PSL spanned 46 years until his retirement in 2019. He began as a registered nurse at PSL’s first nursing facility, subsequently serving as PSL’s executive director, COO for 16 years, and CEO for 24 years. Under his leadership, the organization grew to 3,000 staff members, serving more than 6,000 persons in 32 locations, with a full mix of housing and service options for seniors of all income levels—including 12 Life Plan Communities. Over the years, Steve has been a board member or chair of several industry associations and is active in church and philanthropic volunteerism.

**Scott E. Townsley, J.D., Managing Principal (Retired) Third Age, Inc and Trilogy Consulting, LLC**, is known for his exceptional foresight. In the 1980s, he predicted the use of robots in nursing homes. Scott has provided strategic insight to nearly 1,000 nonprofit organizations — counseling, challenging, and inspiring leadership to envision dynamic futures. Prior to forming Trilogy Consulting, he was the managing principal for Third Age, Inc., a firm dedicated to consulting and strategy for senior living organizations. Earlier, he held management positions and served as in-house counsel at Presby’s Inspired Life. During his 35+ years of senior living/senior care involvement, Scott was instrumental in creating a structure for On Lok Senior Health Services, enabling their PACE replication. Scott also co-founded the Center for Innovation that sponsors The Green House Project and Pioneer Network.

**Gardner W. Van Scoyoc, Founder, Goodwin House and Westminster Canterbury**, “father of the modern CCRC housing model,” developed Goodwin House (Alexandria, Virginia), which opened in 1967 and was one of the first contemporary CCRCs. Gardner’s entry-fee/monthly-fee concept and multilevel plan for meeting the needs of people as they age have both worked well, and he was always striving to enhance that model to answer the challenge of supporting low- and moderate-income people using charitable dollars. Perhaps best known for his guidance to five Westminster Canterbury communities in Virginia, Gardner’s firm also conducted hundreds of feasibility studies and consulting assignments related to the broad spectrum of services to the elderly. Gardner will be honored posthumously, as he passed away in August 2022, age 91.

The *invitation-only* induction ceremony and reception will be held November 5, 2023, at the Mae District, in Chicago, Illinois. For additional information, please get in touch with Thandi Nunn at [thandi.nunn@avpowell.com](mailto:thandi.nunn@avpowell.com) or via phone at 470.387.8046. To learn more, visit [CCHallofFame.org](http://CCHallofFame.org).

**CCHoF MISSION:** To recognize and honor individuals and organizations that have made significant and innovative contributions to the development of Continuing Care Retirement Communities and Continuing Care at Home programs.