



Watercrest Senior Living Group Promotes Chris Shepherd to Vice-President of Creative Program Development

VERO BEACH, FL, May 18, 2016 – [Watercrest Senior Living Group](#) proudly announces the promotion of outstanding associate [Chris Shepherd](#) to the role of Vice President of Creative Program Development. Shepherd steps into his new position this month as he simultaneously supports the opening of another assisted living and memory care community, namely [Pelican Landing](#), one of three brands owned and operated by [Watercrest Senior Living Group](#).

Shepherd joined the Watercrest team in December of 2013 as an accomplished program director previously serving both assisted living and skilled nursing residents by providing life enrichment programming. In his previous role as Director of Creative Programming for Watercrest, Shepherd excelled in creating community connections such as educational initiatives with Rollins College STARS program and the Baptist Theological Seminary. Chris also initiated a partnership with Central Florida Community Arts in establishing the Musical Minds Choir, the first Florida-based community-wide performance group designed for individuals experiencing early memory loss, dementia and Alzheimer's, and their care partners.

A champion of Watercrest culture, Shepherd fosters creativity and service that presents associates, residents and families with incredible life experiences and unleashes the potential of people all around him. He is a recipient of the Watercrest Servant Leadership award for his outstanding commitment, compassion and stewardship to company initiatives. "Chris is an integral part of our Watercrest family, as he consistently models our core values in his daily interactions with residents, associates and the community. His passion and inner drive are an inspiration to the entire team. Chris' many accomplishments are only outweighed by the rewards that come from having environments full of joy and purpose," says [Marc Vorkapich](#), CEO of Watercrest Senior Living Group.

As Vice President of Creative Programming, Shepherd will continue to utilize his God-given talents to develop community partnerships and meaningful programs across all communities operated by Watercrest Senior Living. "Being part of the Watercrest team has given me a deep appreciation for the freedom to push the envelope and exceed standard expectations that enrich the lives of our residents and the communities they live in," says Shepherd.

[Watercrest Senior Living](#), located in Vero Beach, specializes in the development and operations of assisted living and memory care communities. With nearly a dozen communities under development nationwide, Watercrest principals, [Marc Vorkapich](#), CEO and [Joan Williams](#), CFO are setting new standards of quality for seniors and their families in the development of upscale senior living communities with exceptional amenities such as private label Watercrest wines, locally grown organic fare, cultural programs and distinctive opportunities for enrichment.

Partnering with a wide variety of stakeholders such as land owners, real estate developers, investors, financial institutions, and REITs, [Watercrest Senior Living Group](#) focuses on its core strengths, operations management of assisted living and memory care communities and the development of servant leaders.

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