

Meet Your Highmark Team!

Date: 11/18/24

Highmark Senior Living (Highmark), an affiliate of Hubbell Realty Company, is a full-service senior living, assisted living, and memory care provider for Edencrest communities, and is based out of West Des Moines, Iowa. Highmark focuses on quality care excellence for residents and providing the finest communities of choice at Edencrests throughout Iowa.

Highmark is a collaborative, trusted team composed of seasoned professionals who are optimizing a healthy, balanced working environment with a focus on customer service and investing in the future.

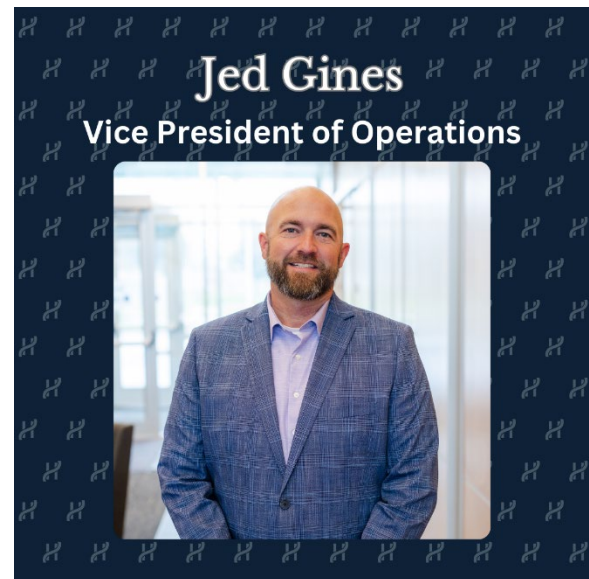
Allow us to reintroduce ourselves as our team has grown significantly over the past year! As a Highmark team, we embody our four core values:

- Commitment to care
- Valuing our residents, families and associates
- Innovative living
- Cultivating Vibrant communities

The Highmark team is passionate about the Edencrest communities – our sole focus is creating a place where our residents and associates will thrive. Meet each member of our team below and if you see us in an Edencrest community, don't be afraid to stop us and say hello!

Jed Gines, Vice President of Operations

Jed is a seasoned healthcare executive with 19 years of diverse experience in healthcare operations, sales, and management. With leadership roles spanning multiple states and organizations, Jed has consistently demonstrated his ability to foster strong relationships, elevate service delivery, and develop organizational cultures that prioritize care and customer satisfaction. Outside of work, Jed is passionate about sports and outdoor activities, with a particular love for rodeo. He also enjoys spending quality time with his wife and four children.



Maria Kohring, Regional Director of Sales

Maria is an experienced sales leader specializing in senior living, with a strong background in boosting occupancy and leading property turnarounds. Over her career, she has managed multimillion-dollar portfolios, developed targeted regional sales strategies, and trained high-performing teams. With expertise in both independent and assisted living sectors, Maria leverages her strategic insights and relationship-building skills to drive revenue growth and brand recognition. A hands-on leader, she is known for her innovative sales tactics, data-driven decision-making, and commitment to team development.



Jennifer Nolan, Regional Director of Clinical Services

Jennifer is a registered nurse and has a passion for our senior living communities. Previously, she worked as a Regional Wellness Director for Assisted Living communities. Jennifer is passionate about guiding families to the perfect senior living community for their loved one. She is a proud mother of both her daughter in college and her yellow lab, Dudley. Go Hawkeyes!



Shannon Giles, Regional Director of Life Enrichment

Shannon has over 25 years of experience in senior living. Most recently, she was the Executive Director for Edencrest at the Legacy. She oversees life enrichment programs and culinary experiences at all Edencrest communities.



Jason Schmitz, Regional Director of Culinary

Jason has 20+ years of fine-dining culinary expertise as an Executive Chef and leader of food programs in all facets from creation to research & development to standard operating procedures to final plating. He is looking forward to leading a revolution in culinary experiences for our Edencrest communities.



Rachael Sorci-Hodges, HR Director

Rachael has extensive HR experience across senior living, financial services, social services, and construction industries. She holds a Master of Science degree in Leadership Development from Drake University and a Bachelor of Arts degree in Business Administration from Grand View University, with a focus on Human Resources. Additionally, she is certified as a Senior Professional in Human Resources (SPHR).



Greg Heck, Regional Operations Manager

Greg comes to Highmark Senior Living with over 25 years of leadership experience in the social services, healthcare and senior living industry. As a senior services/senior living industry professional, Greg has devoted over 16 years of his career to enhancing the lives of the seniors he has been fortunate enough to serve. Greg prides himself on his exceptional interpersonal and communication skills, which have allowed him to build productive relationships with residents, families and employees. Greg is originally from Southern Illinois, and has one daughter and is Papa to two grandchildren.



Alex Millonig, Business Office Manager

Alex has been part of the senior living industry for over 20 years, holding various roles. Previously he was part of the team at Edencrest at The Legacy. He now supports the Edencrest Executive Directors as the Regional Business Office Manager.



Susan Miller, Sales Specialist

Susan has 16 years of dedicated experience in senior living, eight of which have been with Edencrest. Susan is a graduate of Des Moines Area Community College and St. Ambrose University and holds her National Certification for Activity Professionals. Susan is passionate about helping families find the perfect senior living community for their loved one.



Heather Kling, Regional Clinical Services Coordinator

Heather is a registered nurse with 18 years of experience and has been with Edencrest for 12 years. She supports the Edencrest communities by training and coaching the wellness staff to provide the best care for residents.



Anna Heroux, Digital Marketing Specialist

Anna is a passionate storyteller and dynamic communicator dedicated to amplifying brands through authentic storytelling and strategic design. Anna combines creativity with data-driven strategies to make meaningful connections. Anna leads Edencrest marketing initiatives, including content creation, advertising, and reputation management. Whether it's through crafting compelling content, designing visually engaging materials, or building partnerships, Anna thrives on helping Edencrest shine in the marketplace.



Chris Ruzicka, Business Development Specialist

Chris is our Business Development Specialist supporting all Edencrest communities. Having transitioned to the senior living “world” in 2017, Chris has a passion for enhancing the lives of seniors. He previously served as a Community Director and Sales Director. Chris is dedicated to supporting Highmark’s mission and drive growth, while making a positive impact on the lives of our Edencrest residents and their families.



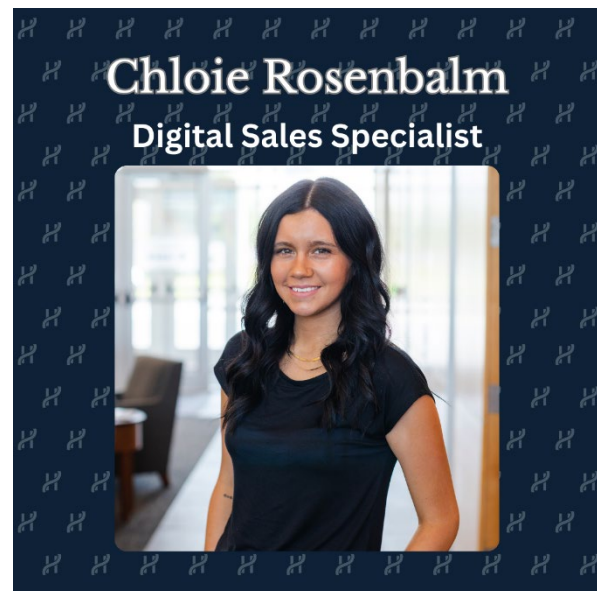
Ryan Larson, Business Development Specialist

After graduating from the University of Iowa in 2007, Ryan worked as a Golf Professional for 4 years then pursued my journey becoming a registered nurse. His 12 years of nursing experience has been in the acute care hospital setting, outpatient dialysis, memory care, and assisted living with Edencrest at Green Meadows! Ryan served as a Nurse Liaison for CenterWell Home Health prior to coming on to the Highmark team. Him and his wife Melissa reside in Grimes with their 3 kids and dog.



Chloie Rosenbalm, Digital Sales Specialist

Chloie is one of our Digital sales specialists. She previously worked at our southside community, Edencrest at Riverwoods. There she served our residents as a resident assistant and receptionist. Chloie is extremely passionate about bettering the quality of life for seniors.



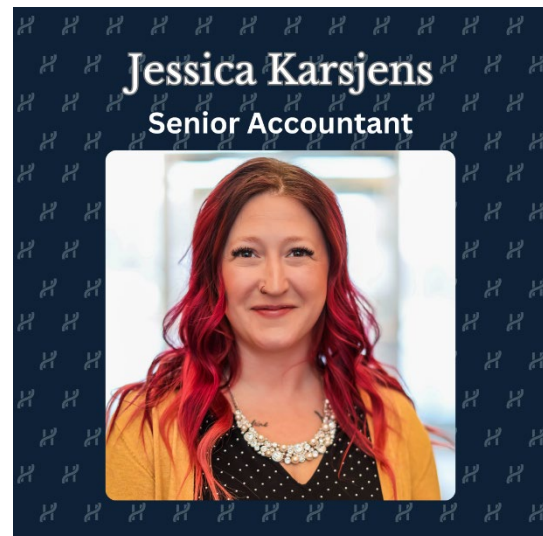
Erica Middleswart, Digital Sales Specialist

Erica brings a background in the Long-Term Care industry as a social worker and most recently as an advocate for those looking for hospice care. Erica is compassionate and finds her greatest strengths in caring for others. When Erica is not working she is hanging out with her hubby and chasing their two young children around.



Jessica Karsjens, Senior Accountant

Jessica is our Senior Accountant with 10 years accounting experience and five within the Senior Living industry. She impacts all of Highmark Senior Living by providing support for all accounting functions, including financial statements and budgeting as well as overseeing all resident billing and related processes.



Sheila Wick, Billing and Accounting Specialist

Sheila brings precision, efficiency, and a strong commitment to accuracy in managing financial operations. With a solid foundation in billing processes, accounts receivable, and financial reporting, she excel at ensuring smooth transactions and delivering reliable results.



To learn more about the Highmark team, visit <https://highmarkseniorliving.com/>.