



SEACREST VILLAGE RETIREMENT COMMUNITIES

SEACREST VILLAGE ANNOUNCES NEW PRESIDENT AND CEO

Carl Measer Promoted to Top Executive Post

SAN DIEGO – April 25, 2024 – In January, Seacrest Village Retirement Communities President and CEO **Pam Ferris** announced her retirement after 35 years. It's fitting that her replacement is someone she recruited and mentored since the early 90s. After a nationwide search, led by a Board Search Committee and national search firm ZurickDavis, current Chief Operating Officer **Carl Measer** has been selected to be the next President and CEO of the 80-year-old organization.

“Carl’s decades long commitment to healthcare management and specifically his previous eight years at Seacrest Village, make him uniquely qualified for the job and already deeply aligned with the mission, culture, and operations of our esteemed organization. He has the vision, skills, and dedication necessary to continue Seacrest’s mission of providing outstanding and thoughtful care for its seniors,” explained San Diego Hebrew Homes Board Chair Steven Ratner.

“Over the years, I have honed my leadership skills and developed a profound understanding of our unique community-focused approach to ‘Senior Living in the Jewish Tradition’,” Measer said. “My experience has equipped me with a nuanced perspective on both the challenges and opportunities in healthcare management and especially senior living.”

As COO, Measer has a proven track record of success and has been responsible for overall operations for the 250 resident retirement community. Over the past 8 years, he has been deeply involved in every aspect of operations, from budgeting and staff management to resident care and community engagement.

“The respect I have received from our employees, residents, families, and lay leaders is something I hold in high esteem. It reflects my commitment to our shared values and my dedication to the betterment of Seacrest Village. As CEO, I will continue to build on this foundation of mutual respect and collaboration, driving us toward a future where we not only meet, but exceed the expectations of those we serve,” Measer added.

Measer’s career path has connected him to Seacrest Village Retirement Communities three different times over the years. Starting in 1992 as Accounts Receivable Manager at Seacrest Village, he served as a Licensed Skilled Nursing Home Administrator in the mid-90s at the 54th Street Hebrew Home and most recently as Chief Operating Officer. In between, he received his

MBA in Healthcare Management and held various healthcare leadership positions in Denver, Colorado and Vista, CA.

“I look forward to leading our team of compassionate and caring professionals with a respect for tradition and an eye on innovative solutions for the future,” he added.

Measer will assume his position on July 1 and will lead a staff of approximately 250.

He resides in Carlsbad with his wife Lisa. They have 3 children.

Seacrest Village Retirement Communities is a vibrant not-for-profit, 501(c)(3) senior housing and healthcare organization in Encinitas. Known for our caring and nurturing environment, Seacrest Village has been serving the ever-growing San Diego community in the Jewish tradition since 1944. Seacrest Village works with over 300 clients daily through an array of programs and homecare services, embracing their changing needs every step of the way. Through comprehensive and progressive care options and delivery systems, we encourage and support a life of dignity and spirituality. Our communities offer unsurpassed service as well as continuing commitment to the highest standards in independent, assisted living, memory care, and skilled nursing and rehabilitation. The highest possible quality of care for our residents is our foremost priority. www.seacrestvillage.org

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