

### **C. Burke King, Chair**

Burke King has nearly 30 years of leadership experience in the healthcare industry. Burke retired from Anthem Blue Cross Blue Shield in 2018 where he held numerous executive positions during his 26 year career. He served as Senior Vice President of Anthem's Large Group Segment, which is Anthem's largest commercial business segment spanning all of Anthem's 14 Blue Cross Blue Shield states. In this position, Burke drove significant improvement in the large group segment's operating performance through innovative pricing initiatives, clinical program enhancements and expansion into new market segments. Prior to this role, Burke served as President of Anthem-Virginia for 9 years with direct accountability for sales, underwriting, strategy, provider contracting and medical management. Under Burke's leadership, the Virginia plan consistently delivered market share growth, market leading customer satisfaction and excellent financial performance. Burke currently provides consulting services to healthcare companies and investment firms.

Burke serves on the Board of Directors for the Virginia Business Higher Education Council, the Virginia Foundation for Independent Colleges and Richmond Sports Backers. Burke previously served on the Board of Directors for the Virginia Association of Free and Charitable Clinics, Venture Richmond and the Virginia Association of Health Plans. He is a guest lecturer at the University of Virginia's School of Public Health Sciences.

Burke holds a Bachelor of Arts in Economics and French from Hampden-Sydney College and a Master of Business Administration from the College of William and Mary. Burke and his wife Gay reside in Henrico, Virginia.

### **Micah Dalton**

Micah is a founding Principle of DLG Strategic. Micah is a senior business leader with over twenty years of management experience building and leading teams to deliver significant results in industries and economic sectors. Micah has expertise in organization management, operations strategy and execution, financial analysis,

procurement strategy and cost management, operations analysis and management, and root cause identification. He has led project teams and operations and has managed and developed talented resources at all levels and roles. Micah's talents include organizational and business analysis, change management, strategy development, and implementation of customized solutions.

Micah holds a Bachelor of Science degree from Mary Washington College in Economics and later earned his MBA from the Fuqua School of Business at Duke University. Micah has continued his education in data management, six sigma process improvement, and organizational change management. In the community, In addition to serving on the Board at VirginiaNavigator, Micah serves on the Board of Sabot at Stony Point, as a member of the Finance Committee and Chair of the Governance Committee. Micah is also an alum of Leadership Metro Richmond.

### **Bill Kallio, Treasurer**

Bill Kallio is an experienced nonprofit executive and a vocal advocate for older Americans. Bill served as State Director of AARP Virginia for 20 years. In this role, he led AARP Virginia's advocacy efforts, communications and community organizing efforts. He built coalitions with state units on aging, state government offices, consumer advocacy groups, public and private agencies, and academic institutions to achieve common goals.

Prior to this leadership role with AARP Virginia, Bill worked in AARP's national office in Washington D.C. As Senior Program Specialist, he supervised AARP's Widowed Persons Service, which consisted of over 220 widowed support programs serving over 40,000 persons annually. Then, as AARP's Legislative Representative, he managed AARP's voter education and advocacy programs in six states and developed political action strategies in 59 congressional districts.

Bill was appointed by Gov. Mark Warner to the VA Commission on Alzheimer's and Other Related Disorders, and by Gov. Bob McDonnell to the Medicaid Task Force for VA Health Care Reform Advisory Council. He has served on the board of the Virginia Coalition on Aging, the Coalition to Prevent Elder Abuse and other organizations.

Bill holds a Master of Public Administration from George Mason University, a Master of Theological Studies from Gordon-Conwell Theological Seminary, and a B.A. in

Political Science from Gordon College.

### **Seth Levy, Vice Chair**

Seth Levy is an accomplished Chief Information Officer with over 30 years of experience aligning technology with strategic goals. He is proud to have built and led successful organizations, working with whom he considers the highlight of his career. Seth has held executive management positions in information technology, e-commerce and logistics. An expert in the Retail industry, Seth began his career in merchandising before making an early switch to information technology.

He held numerous positions with May Department Stores (now Macy's) before his first CIO position with the EB Games specialty retailer, helping grow that company to a global enterprise with over 2200 stores in twelve countries. At EB, Seth held the positions of SVP Logistics and President of EB Games Online in addition to CIO.

He subsequently held CIO positions at Hollywood Video and Lumber Liquidators. Leveraging his experience in the areas of technology and organizational management Seth worked as a management consultant prior to his retirement. Seth now enjoys working with organizations dedicated to serving the community. Seth holds a BA from the University of California, San Diego.

### **F. Michael Martin**

Mike is a visionary Health Care Executive with 35 years of experience in aging related services and care, business development and strategic planning. He has developed and directed a full continuum of aging related care and services including active adult offerings in congregate housing and market rate services, as well as most elements of older adult care delivery including physician related, acute, post-acute, end of life, facility-based and community based care offerings. Mr. Martin successfully developed and operated one of the largest and most progressive and diverse aging related services networks in Virginia, with positive financial, mission-driven and industry recognized results. Mike believes that older adults should be empowered to live and age as they wish and that all services should aim for this goal.

Mike received his undergraduate degree from Old Dominion University and his M.A. Degree in Aging and Long Term Care Administration from the University of North Texas. Mike and his wife Gwen reside in Williamsburg and enjoy spending time with their three adult children and their families including six grandchildren.

## **Fran Palma**

Experienced professional in all aspects of strategic online marketing: Web site design, development, usability and tracking, mobile application and social media. As well as a proven entrepreneur, Fran has 25 years of diversified marketing communications experience, integrating information technology with traditional marketing to create high-impact campaigns that create trackable opportunities, results and revenue for his clients and employees alike. With a concentration in targeting the mature (55+) market, he has implemented integrated marketing strategies for hundreds of organizations from senior living to healthcare that target the boomers and beyond.

For 13 years, Mr. Palma had been the Executive VP of Digital Strategies at Martino & Binzer, where he led a team of over 30 project managers, programmers, designers, digital strategists and online marketing experts. Growing the company until it was purchased by a private equity firm. Several years later joining the 6th largest not-for-profit senior living organization in the country, Covenant Retirement Communities as Senior Vice President of Integrated Marketing and Digital Strategies.

Frequent speaker at events such as the Sims and Ziegler Conference and LeadingAge, as well as state and industry conferences around the country.

## **Craig Shealy**

Craig Shealy is the Co-Founder and Chief Executive Officer of WayForth, Inc., the nation's leading provider of total family transition solutions. Craig was the company's first full-time employee, playing every role from sales to mover to project manager as WayForth grew to become the largest senior-focused move management company in the United States.

Before co-founding WayForth, Craig enjoyed a diverse 20-year career in a wide variety of roles managing, advising, investing in and/or launching various successful business ventures. Until July 2015, Craig served as a Managing Director at Cary Street Partners, an investment banking and wealth management firm. Craig joined Cary Street Partners in May of 2011 to launch and lead the Energy and Commodities industry group in the firm's Investment Banking Division.

Craig served as the Co-Founder, President and CEO of Osage Bio Energy from 2006 to 2010. Prior to that, he held executive roles at Nextel Partners, Microsoft's Corporate Development and Strategy Group and FirstMark Communications.

Craig is a graduate of Princeton University. He lives in Richmond, Virginia with his wife, Isabel, and two children, Bella and Robert. He is a member of St. Luke's Lutheran Church. In his free time, Craig enjoys traveling with his family (in their RV, when possible), fly-fishing, and playing with his three labs, Betty, Nacho and Kika.

### **Autumn R. Visser**

Autumn Visser is a member of the Business and Corporate, Emerging Growth, Antitrust, and Intellectual Property practice teams at Woods Rogers. She concentrates on mergers and acquisitions, corporate governance, contract drafting and negotiation, and venture and seed capital financing. Autumn also works on real estate issues, government contracts, and licensing. Autumn is Vice Chair of the Business Law Section of the Virginia State Bar Board of Governors.

Prior to joining Woods Rogers, Autumn spent five years in-house as Corporate Counsel for a global consumer products manufacturing company headquartered in the United States with offices in Australia, Canada, France, and South Africa. In this role, Autumn managed the legal functions for seven diverse business lines and was the key contact for all outside counsel.

Autumn is a graduate of the University of Northern Iowa, where she earned a Bachelor of Arts in Communications/Public Relations and a minor in journalism. She earned her law degree from Pepperdine University School of Law in Malibu, CA, where she worked on the Journal of the National Association of Administrative Law Judges and was a founding member of the Legal Waves. Autumn is admitted to practice law in both Virginia and California. She has been recognized by Virginia

Business magazine as a Legal Elite attorney.

Autumn serves on the Board of Directors for Goodwill of the Valleys and has chaired the annual Biggest Night in Business for Junior Achievement of Southwest Virginia.

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## **Board Emeritus**

### **Richard W. Lindsay, M.D.**

Dr. Richard W. Lindsay is Professor Emeritus of Internal Medicine and Family Practice at the University of Virginia and former Head of Geriatric Medicine at the University. Dr. Lindsay's first faculty responsibility was to develop the Department of Family Medicine. As Acting Chairman, he was selected as one of the first seven Geriatric Medicine Academic Awardees by the National Institute of Aging and developed the geriatric curriculum, fellowship training program and continuing education program in geriatrics.

He served as the President of the American Geriatrics Society, and then Chairman of its Board of Directors. He served as a member of the Commonwealth Council on Aging for the Commonwealth Virginia under nine Governors and as its Chairman, under Governor Allen. He is currently serving on the National Advisory board of the American Association of Caregiving Youth Dr. Lindsay is also currently serving a Co-Editor of the Virginia Navigator magazine and on the Board of Senior Navigator. He is currently active as a member of the Charlottesville Area Alliance

A recipient of numerous honors and teaching awards, Dr. Lindsay continues to be involved in the teaching of geriatrics to medical students and residents. He is also a sought after speaker and expert on aging issues at the National level. He has testified before the United States Senate on aging issues and the problems of shortages of providers.

He serves as a member of the Advisory Committee of the Jefferson Area Board for the Aging's (JABA) 2020 campaign and also served as a member of the Health subcommittee and was recently elected to the Board of Directors of JABA.

Additionally, he is a co-founder of The Lindsay Institute for Innovations in Caregiving – a major initiative of SeniorNavigator that is dedicated to improving caregivers' self-care and their ability to manage emotional stressors and tough decisions while bolstering their access to the latest technologies and community resources. The Institute was formally launched in September 2014 and, at that time, renamed for Dr. Lindsay and his significant contributions to the health, aging and caregiving fields in Virginia and beyond.

### **Deborah D. Oswalt**

Since graduation from Rutgers University School of Law in 1979, Debbie Oswalt has worked on issues related to health and human resources. Her Richmond work began at the Virginia Poverty Law Center, where she worked as a staff attorney for four years. She then served as Deputy Secretary of Health and Human Resources in the Cabinets of Governors Baliles and Wilder. For seven years she worked closely with state agencies that regulate, deliver and monitor health services, including the Departments of Health, Health Professions, Medical Assistance Services (Medicaid), and Behavioral Health and Developmental Services; as well as the Health Services Cost Review Council.

In 1992, she became the founding Director of the Virginia Health Care Foundation (VHCF). Created as a public-private partnership by the Virginia General Assembly and its Joint Commission on Health Care, VHCF's mission is to increase access to primary and preventive health care for uninsured and medically underserved Virginians. Under Ms. Oswalt's leadership, VHCF has developed a wide range of innovative initiatives, including SeniorNavigator. They have helped more than 800,000 Virginians obtain needed healthcare.

Ms. Oswalt has received the Outstanding Woman in Health and Science Award from the Richmond YWCA; the Child Advocate Award from the American Academy of Pediatrics – Virginia Chapter; and a Social Justice Maker Award from the Virginia Interfaith Center for Public Policy. In addition, she and VHCF received the Excellence

in Virginia Government Award for Innovation in Government from the L.D. Wilder School of Government and Public Affairs at Virginia Commonwealth University. Ms. Oswald is a graduate of Leadership Metro Richmond and the Virginia Executive Institute.

## **Katie M. Roeper**

Katie Roeper served as Assistant Commissioner for the Virginia Department for the Aging and Rehabilitative Services. Her focus was to expand resources for the Aging Network, assist with community-readiness and age wave planning, and expand Virginia's ADRC initiative called "No Wrong Door" in order to increase access to services, promote person-centered practices, and maximize independence and quality of life.

Previously she served as Executive Director of SeniorNavigator for six years where she worked in partnership with the public, non-profit, and private sectors and was responsible for marketing, development, and overall operations of the organization.

Holding a B.A. in Communications from Syracuse University, Ms. Roeper has a strong background in marketing and public relations having previously owned and managed a full-service marketing firm which centered on non-profits and public-service agencies. Her creative direction produced award-winning campaigns and publications and she has been honored for her in-kind contributions to the non-profit sector.

While remaining an aging and disability advocate, Ms. Roeper recently took early retirement to pursue a new venture. She now focuses creative energies on managing a vintage/antique lighting store, that she co-owns with her husband. Still appreciating how beauty and value increase with age, perhaps this career change was not such a great leap after all!

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