

AgingINSM Newsletter

September 2025

AgingIN Rebrand Brings Renewed Mission & Strategic Direction

As you may have heard, the Center for Innovation is now AgingIN, as announced by CEO Susan Ryan last month at our annual conference in St. Louis. Our new name is a reflection of our mission to be the catalyst for person-directed living and empowered cultures in the community of one's choice.

The rebrand brings not only a new name and logo, but also a **new website** aimed at bringing clarity, energy, and action to our work in consulting, education, and research. AgingIN reflects our renewed commitment to continuing the work of the Pioneer Network and The GREEN HOUSE® Project, two trailblazing movements that revolutionized eldercare by putting people and dignity at the center.

We invite you to explore our new website here: www.AgingInnovation.org.

Lead the Change in Long-Term Care

Reimagine what's possible with our dynamic new **symposium series**, featuring:

- Practical tools and takeaways you can apply immediately in your community
- CEUs for dementia practitioners, nurses, and administrators
- FREE access to an additional eLearning certificate course (a \$99 value!)
- Insights from leading voices in aging services



Designed for all aging services professionals, this Longevity-Ready Maryland initiative is for anyone committed to better long-term care, including:

- Nursing home, assisted living, and memory care providers
- All levels of leadership, from direct care staff to administrators
- Ombudsmen, surveyors, and educators
- Residents and advocates for person-directed living and organizational transformation

Created in partnership with AgingIN, the series will meet every Tuesday in October.

More details and registration [HERE](#).

New Green House Provider Completes Core Education Course

Morningside Ministries, a new Green House adopter in San Antonio, Texas, completed their "Core Education" course earlier this month.

Core Education is a train-the-trainer learning resource in the Green House curricula, assisting adopters in the revolution of care and the transformation of lives, including those of elders, families, team members and leaders.

Learn more about AgingIN consulting [HERE](#).



News In Brief

Following are brief news bites covering upcoming AgingIN events and initiatives:

- Join us on Oct. 9, 2025, at 2 p.m. Eastern for the first in our [new small-house model webinar series](#), "Reimagining Home: Advancing Small House Models for Quality, Dignity, and Sustainability."
- AgingIN's education platform, [EmpowerED](#), now offers mobile-friendly, eLearning virtual programs, bite-sized micro-learning modules, and built-in data and analytics. Designed for leaders, care partners, and staff, our current offerings include courses that cover our Best Life memory care approach and person-directed living across care settings.

Annual Conference Recap



More than 400 aging services professionals attended our 2025 annual conference in St. Louis last month. With incredible keynotes, deep-dive pre-con sessions, Green House and small-house tours, artistic activism, and even a ballgame, the experience was powerful and impactful.

Please save the date for next year's conference in Denver, Colo., from **Aug. 10 to 13, at the Hilton Denver City Center. Mark your calendars!**



Check out the latest [Elevate Eldercare](#) podcast episode with Michael Giuliano, president of Planetree, and learn about his approach to person-centered care. Hosted by Susan Ryan, AgingIN CEO, check in every Wednesday for enlightening, provocative, and sometimes



AgingIN's work on the global stage will be featured at the upcoming LeadingAge Annual Conference in Boston. AgingIN CEO Susan Ryan, along with Martin Rix, CEO of Belong and Michael Cooney, general manager of HammondCare, will present, "International



Hiring for a role where culture, care, and values matter? You're in the right place. The new [AgingIN Job Bank](#) will be the first place our members, executives, and care teams turn when seeking their next step—and the premier platform for organizations looking to attract the most qualified,

uncomfortable conversations. Together, the hosts and guests explore new, dignified person-directed living systems through the lens of the AgingIN model.

Perspectives: Lessons from Household Care Models,” on Nov. 2 as part of the Global Ageing Network pre-conference event.

mission-driven professionals in aging services. Now Through December 2025, we are offering free job postings to celebrate our launch and build momentum.



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