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### **Lyngblomsten President & CEO Jeff Heinecke named recipient of 50 for the Next 50 award from LeadingAge Minnesota**

**ST. PAUL, Minn. (Sept. 21, 2017)** — Lyngblomsten, a senior care organization serving older adults in the Twin Cities since 1906, is pleased to announce President & CEO Jeff Heinecke has been named a recipient of LeadingAge Minnesota’s 50 for the Next 50 award.

The award honors leaders who pursue innovation and advance excellence in aging services, make forward-looking changes in their organization, serve as motivational leaders and mentors, and empower Minnesotans to age well and live fully.

“Jeff is committed to excellence in all things, most especially quality of life for older adults and their families as well as career development opportunities for those in the senior care industry,” Lyngblomsten staff wrote in Heinecke’s nomination letter. “He encourages the innovative spirit of employees, volunteers, residents and families by listening to their ideas for enhancing existing services and for exploring new ones.”

Heinecke was among 50 individuals chosen to receive the award from LeadingAge Minnesota, which sought to recognize professionals for their role in transforming and enhancing the experience of aging as part of the association’s 50th anniversary. LeadingAge Minnesota announced 50 for the Next 50 winners on Sept. 20 at its annual meeting.

“50 for the Next 50 are pioneers, challenging the status quo to transform and enhance the experience of aging,” LeadingAge Minnesota President and CEO Gayle Kvenvold said. “These leaders are making forward-looking innovations in service delivery, elevating the profession of caregiving and best preparing Minnesota for the future needs of its aging population. We are energized by what lies ahead with the mix of these experienced and next generation leaders at the helm.”

During his time at Lyngblomsten, Heinecke has been instrumental in driving several initiatives, including the development of eMenuCHOICE, a software tool that allows residents more freedom in choosing their meals, and the launch of 2nd Half with Lyngblomsten, a life enrichment center offering numerous community programs, events and services.

Heinecke has served as President & CEO of Lyngblomsten since fall of 2013, his latest position in a 20-year career in older adult services. He served as Administrator of the Lyngblomsten Care Center from 2005 to 2013. Prior to arriving at Lyngblomsten, Heinecke worked for the Good Samaritan Society.

Heinecke serves on the CareChoice Board of Directors and on the Board of Directors for LeadingAge Minnesota Solutions. He has also served on other committees with LeadingAge Minnesota. As part of his involvement with the University of Minnesota, Heinecke recently participated in a task force seeking to shape the future of the school's long-term care administrators program and also mentors students seeking licensure.

LeadingAge Minnesota is the state's largest association of organizations serving older adults through efforts to transform and enhance the experience of aging. Together with more than 50,000 caregivers, LeadingAge Minnesota members provide quality services and supports to nearly 70,000 older adults every day in independent senior housing, assisted living communities, in-home care, adult day services and skilled nursing facilities.

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*Incorporated in 1906, Lyngblomsten is a Christian nonprofit organization enhancing the quality of life for older adults of all faiths and cultures through its healthcare and housing facilities and its community-based outreach programs for seniors living independently. Connect with Lyngblomsten at [www.lyngblomsten.org](http://www.lyngblomsten.org) or through its [Facebook](#) and [Twitter](#) accounts.*