



TOM ROGERS
Client Advisor

Experienced executive with over 40 years in the Seniors arena as a demonstrated market leader and management professional with expertise and distinguished performance in operations.

Successful in leveraging corporate support to streamline business operations and deliver quality customer focus care at all levels.

Keen understanding of business and client priorities. Exceptional at breaking down strategic/policies into tactical plans and processes to achieve customer and corporate goals.

Strong interpersonal skill; able to train and motivate teams to peak performance.

Always focused on our Business Partners and those that we are entrusted to care.



JOE VIVIANO
Client Advisor

Joe has over 30 Years of advanced “Management Hospitality and Leadership” experience specializing in Senior Living/ Assisted Living/Health Care/ CCRC care Settings.

Effective strategic planner, partner and a proud valued team leader utilizing operational expertise to obtain excellent state results, audits, budget compliance, efficient labor management, union negotiations, clinical needs, design and more.

Always results and client focused/driven, customer service absorbed, with a full understanding of financial operating systems for budgetary monitoring and cost controls while working closely with the generational workforce in each building to achieve positive resident/patient and client satisfaction.



JOE PELLEGRINIO
Client Advisor

With a 50-year career in contract support services spanning acute care hospitals and senior living, Joe Pellegrino has led operations ranging from single-site management to oversight of more than 250 contracts across the eastern United States.

His work has included both operational leadership and responsibility for sales and strategic direction of all support service lines. A recognized industry innovator, Joe executed the country's first healthcare contract tied to Press Ganey performance results—an accomplishment featured in *The Wall Street Journal*—and was an early adopter of sous vide technology in the 1990s to improve patient dining quality and consistency.

Splitting their time between New Jersey and Florida, Joe and his wife, Susan, have two children, Nicholas and Jenna, and two grandchildren, Joseph and Nora Rose.



CLIFF DUFRAIN
Operations Advisor

Cliff is a seasoned hospitality and operations executive with more than 30 years of leadership experience across senior living, healthcare, and public service organizations. He is known for building high-performing teams, improving resident satisfaction, strengthening client partnerships, and driving operational excellence in complex, multi-unit environments.

As Vice President with multi national organizations he has led senior living and healthcare portfolios generating \$150 million in annual revenue. He has experience in resident & patient dining, retail and franchise operations, community meal programs, environmental services, patient transport, valet parking, and safety programs. He also has managed new builds and renovation projects. His leadership contributed to significant improvements in employee engagement, successful rollout of new service offerings, and more than \$80 million in expansions.

Throughout his career, Cliff has been recognized for his ability to lead change, develop talent, and create cultures rooted in accountability, service, and respect. He is a passionate mentor, a former Diversity Council sponsor, and an advocate for veterans in the workplace.

A U.S. Army Airborne Infantry veteran with 12 years of service, Cliff has also dedicated nearly two decades to volunteer service as a firefighter and EMS driver. He holds a degree in Hotel and Restaurant Management from Paul Smith's College and remains deeply committed to community involvement, leadership development, and service-driven hospitality.



ANTHONY SALVATORE
Culinary Advisor

Anthony has more than 40 years of culinary leadership, Executive Chef Anthony Salvatore brings together a rich blend of classical and modern cuisine. Known for his passion and belief that people "eat with their eyes first," he emphasizes both visual appeal and deep flavor in every dish. Chef Salvatore trains his teams with the philosophy that tasting everything from start to finish is essential to excellence.

Since 2023, he has served as the executive chef and owner of J Rads Woodfired Pizza and Catering, a thriving business recognized for serving high-quality, wood-fired creations at events of all kinds. His love for building community through food has become a hallmark of his work.

Chef Salvatore began his culinary journey at just 12 years old as a dishwasher and rose through the kitchen ranks under the mentorship of renowned chefs, including a French chef trained at Le Cordon Bleu, chefs from the White House, and a Texas Chef of the Year. He is especially passionate about mentoring young cooks and watching them grow as they advance in their careers.

Outside the kitchen, he can often be found fishing from his boat or cooking for friends, continuing to share his love for great food wherever he goes.



TONI FISK
Operations Advisor

Toni Fisk, CMDCP, CDP, CDM CFPP, is a committed Certified Dietary Manager and the accomplished author of the 2021 Amazon #1 Bestseller "#dinewithdignity Unlocking the Mystery of Dementia and Dining." With a wealth of experience spanning over 35 years in the food and hospitality industry, Toni's career began at Walt Disney World and Marriott Hotels before making a significant impact in Healthcare and Senior Living.

Toni's expertise shines through her collaboration with professional care partners and family members. She holds certifications as a Teepa Snow PAC® Certified Independent Trainer and a Virtual Dementia Tour® Certified Trainer. Embodying the "Servant Leadership" model, Toni consistently upholds values of inclusion, communication, and professionalism in each role she takes on.

Her focus extends beyond traditional roles, encompassing quality initiatives in dining operations, food safety, and advanced dementia education and training. Toni's dedication is evident in her efforts to enhance the overall dining experience for all participants, fostering enrichment and inclusivity. With a profound commitment to dignity and understanding in dementia care, Toni Fisk continues to make a lasting impact on the field, enriching the lives of those she serves.

Lisa Harkins, RD, LDN



Lisa's professional experience is varied and extensive and includes working within a Trauma 1 acute care hospital, in oncology out-patient for a major cancer center, within a behavioral health facility, a bariatric surgery practice, as a consultant developing and facilitating corporate wellness programs, as well as various roles within public health supporting child and senior nutrition initiatives. She also managed a successful private practice from 2008-2016, providing nutrition and fitness services, maintaining her personal training and group cycling certifications.

But her true passion is geriatric nutrition and wellness. Lisa has proudly served the elderly, with over 15 years' experience in continuing community residential care, ensuring residents' nutrition needs and meal expectations are being met, while supporting the communities' interdisciplinary teams with policy and protocol adherence, regulatory compliance, and quality in care standards.

Lisa earned her BS in Dietetics and completed her dietetic internship program with the University of Delaware, earning the Dietitian of the Year Award for the state of Delaware. She is currently pursuing her Master of Science in Integrative Nutrition within Jefferson University's Integrative Medicine and Nutritional Sciences department in Philadelphia, PA.

In her off-time, Lisa enjoys cycling on her Pelaton, yoga, cooking, foreign dramas, and raising her fur-daughter, a rescue mix named Daisy.



Bill Payos
Culinary Advisor

Bill Payos is a diverse and versatile Senior Operations Executive & Culinary Subject Matter Expert with a proven track record of driving excellence across healthcare, hospitality & corporate dining sectors. Currently the Owner/Operator of La Lavinda, LLC,

Bill serves as a high-level consultant and contract specialist, leveraging deep business acumen to optimize operations, reduce costs & enhance guest experience. Throughout his career, including roles as Area Vice President & Director of Operations.

Bill has managed portfolios exceeding \$65M in volume. His unique background as both strategic leader and Executive Chef allows him to bridge the gap between front of the house hospitality and back of the house precision. From directing large-scale senior living culinary programs spearheading multi-unit regional growth, Bill is defined by his commitment to financial integrity, culture management & culinary innovation.



SCOTT KEATS
Culinary Development

Scott is a classically trained and passionate food and beverage executive with over 30 years of experience. He proudly returns to Aramark after an impressive 18-year tenure, during which he honed his skills in the industry before expanding his career in the global aviation sector.

As Head of Culinary for Sodexo's Global Aviation sector, Scott led a talented team of culinary and beverage professionals, driving the business's growth from \$35 million to over \$650 million in just three years. This remarkable achievement allowed the group to become a standalone business unit. Notable partnerships established during this time include collaborations with United Airlines globally, including the development of their Polaris Lounges, American Airlines Flagship International First-Class Lounges in the U.S. and London, and the design of five new spaces for American Express Centurion Lounges, including at London Heathrow Airport.

Throughout his career, Scott has had the privilege of cooking alongside many of the world's greatest chefs, including Thomas Keller, Gordon Ramsay, Scott Conant, and Marcus Samuelsson. He has also prepared meals for world leaders, Fortune 100 CEOs, and numerous red-carpet events.

Scott's true passion lies in developing talent through mentoring, training, and teaching. This dedication led him to become a Certified Culinary Educator, where he taught culinary arts at the Art Institutes in New York City and Fort Lauderdale, shaping the future of aspiring chefs.

In his current role with the Workplace Experience Group, Scott leads Culinary Innovation and Strategy, focusing on developing unique solutions and partnerships that foster new business opportunities and organic growth for the organization.



BARB FERGUSON
Clinical & Wellness

Barbara is a wellness and nutrition leader with deep expertise in contract dining, senior living, and hospitality-driven service models. She partners with organizations to elevate nutrition programs that are evidence based, operationally strong, and person-centered.

With experience leading wellness and nutrition strategy within complex healthcare and senior living environments, Barbara helps teams navigate regulatory requirements while improving resident experience, staff engagement, and program performance. Her work bridges the gap between best clinical practices and hospitality excellence—ensuring that wellness initiatives are both compliant and compelling.

Barbara is known for her practical, collaborative approach. She works alongside leaders to assess current operations, identify opportunities for improvement, and implement sustainable solutions that drive measurable impact.

Barbara is passionate about supporting teams and empowering organizations to deliver nutrition services that truly support whole-person wellness.



GILBERT HEISELT
Technology & POS Specialist

Gil is the Technology Director for the SeniorLIFE+ division at Aramark, a global leader in food service and facilities management. Based in Dallas/Fort Worth, Texas, Gil has been with Aramark for over 20 years, driving innovation and operational excellence across the company's technology platforms in multiple lines of business. His work focuses on enhancing employee and client experiences through strategic IT solutions tailored to the dynamic needs of the workplace.



MATT RUSSO

Supply Chain & Systems
Support

Matt is a veteran hospitality and supply chain leader with broad experience across restaurants, catering, collegiate dining, workplace hospitality, acute care, and senior living. His career includes roles as General Manager, Regional Support Manager, National Account Executive—where he doubled \$200M in business—and Director of Manufacturer Relationships, contributing to over \$1B in sales growth. Now serving as Director of Procurement, he oversees an e-procurement system, strengthens strategic partnerships, and consistently exceeds financial targets.

Passionate about enhancing residents' lives, he builds strong manufacturer relationships and simple, effective programs that empower teams to deliver memorable experiences. Outside of work, he enjoys family time, cooking, home renovation, and boating. He has also dedicated 20 years to public service as a volunteer firefighter and EMT, helping establish the region's first paramedic-level ambulance service and serving on its oversight board.



LYNNE JASAK
Menu Development &
Systems Support

Lynne Jasak MS, RDN, is a Registered Dietitian with extensive experience in clinical nutrition and foodservice operations. With a strong foundation in evidence-based nutrition care and hands-on operational leadership, Lynne brings a unique, systems-focused perspective to menu development and nutrition strategy.

Currently serving as **Director of Menu Enablement and Process Improvement**, she works closely with cross-functional menu teams to deliver high-quality menu products that consistently meet and exceed client standards. In this role, Lynne focuses on optimizing processes, improving execution, and aligning nutritional integrity with operational efficiency and client expectations.



AMY SWERDON
Menu Systems & Integration

Amy Swerdon is a Certified Dietary Manager with over 30 years of experience in the food service industry. Throughout her career, she has developed extensive expertise in menu building, nutritional compliance, and the effective use of menu software programs across diverse healthcare and food service environments.

Currently serving as a Menu Development and Deployment Specialist, Amy focuses on creating, optimizing, and implementing menus that balance regulatory requirements, operational efficiency, and customer satisfaction.

Her deep industry knowledge, attention to detail, and practical approach make her a trusted resource for teams seeking accuracy, quality, and consistency in menu planning and execution.