



LeadingAge President and CEO Larry Minnix has worked in aging services for more than 40 years and has been a passionate advocate in not-for-profit aging services. During his 14 years as the LeadingAge President, Minnix has guided the association through a rebranding initiative and has advanced a leadership agenda that includes quality improvement, technology, innovation, financing and leadership development and the expansion of applied research.

He frequently shares his experiences and lessons from his work as well as observations from his visits with LeadingAge members.

Following are his views on a variety of topics relating to the field of aging services including the importance of an association like LeadingAge, the challenges currently facing its membership and the importance of corporate partners to help the association achieve its mission of expanding the world of possibilities for aging.



OBSERVATIONS FROM LARRY MINNIX, President And CEO Of LeadingAge

Q: Can you tell us about the purpose of LeadingAge and what the organization hopes to accomplish?

A: The purpose or mission of LeadingAge is to expand the world of possibilities for aging. Our membership includes 6,000 not-for-profit organizations representing the entire field of aging services, 39 state partners, and hundreds of businesses, consumer groups, foundations, and research partners. Together, our members touch four million lives every day. LeadingAge is also a part of the International Association of Homes and Services for the Ageing (IAHSA), which spans 30 countries across the globe.

Q: Why do you feel there is a need for an organization like LeadingAge?

A: The ever-changing nature of aging services has made it imperative for our members and others in this field to stay current and demonstrate leadership. There has never been a time in our history when the multi-specialty, interdisciplinary approach to aging services was more important than it is today. An organization like LeadingAge not only helps our members to positively impact the lives of older adults, but we also represent the voice for aging. We lead the charge to make not-for-profit values the standard of care in America, and are committed to supporting, enabling and empowering people to live fully as they age. Our job is to inspire, serve and advocate!

Q: What do you feel is the biggest challenge facing the field of aging services?

A: The biggest challenge is transitioning the field of aging services from an old era to a new one. Obviously there are legislative issues like tax reform, Medicare and Medicaid reimbursement, affordable senior housing and other similar issues that in one way or another present significant challenges for us all. That's why our staff, Board of Directors and Public Policy Congress are actively engaged with these issues as they impact the full spectrum of the field of aging services.

We also need to change perceptions about aging, older people and the essential services that all of us will need as we age. From addressing the changing needs of today's older adults to ensuring that their quality of life is never compromised, change is the only constant. LeadingAge aspires to be the premier source for the most current research and information on aging services, and we continue to promote the dissemination of that information to both our members and the general



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Q: LeadingAge is recognized as one of the leading organizations in the field of aging services. What has contributed to the recognition and success LeadingAge has experienced since its formation?

A: The main contribution to our recognition and success is the long-standing successes, values, and reputation of our members, who have served their communities for generations on

average. They focus on doing the right things for the right reasons! Since our inception more than a half-century ago, our association has worked diligently to not only represent the best interests of our not-for-profit members, but also to expand the world of possibilities for aging. Working with our members, state associations, and research and corporate partners, we have remained committed to fostering innovative practices that transform how we serve our aging population, cutting-edge initiatives to develop services that meet older adults’ needs and preferences and advocacy to advance the interests of the aging consumer.



Q: You mentioned working with your corporate partners to advance the field of aging services. Can you expand a bit on the role that corporate partners play in furthering the mission of LeadingAge as well as the field of aging overall?

A: Our members are the lifeblood of our association, and we cannot fulfill their missions without the support and partnership of corporate partners. The partners that we are fortunate to work with play an important role in our overall success. Long-time partners such as Sodexo are not only supporters of LeadingAge, but also demonstrate their extraordinary commitment to our members and older adults in general by leading key initiatives to advance the field of aging services. In a new era where hospitality, demonstrable quality, stewardship and value are essential—who knows more about those expected outcomes than Sodexo? It is a natural partnership.

Q: What does the future look like for LeadingAge?

A: The future of our association is very bright as we continue to represent our members and the older adults that they serve. In the years to come, we'll be leading a national discussion around making long-term care affordable and accessible to all—a topic of increasing importance. With the help of our members, partners, and corporate sponsors like Sodexo, we will continue to expand the world of possibilities for aging.

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