



CELEBRATING SENIORS AND MAKING DREAMS COME TRUE

Twilight Wish Foundation
Executive Staff and Board of Directors

Elinor Foltz, President

Elinor Foltz is the president of Twilight Wish Foundation. Based in Spokane, Washington, Foltz has nearly 20 years of both nonprofit and corporate experience in the social service, health care and technology sectors. Her background includes marketing communications, community relations, and event management.

In 1997, Foltz left the corporate world to start her own marketing communications consulting business. In 2006, Foltz tabled that business to care for her elderly mother. After her mother's death in 2007, Foltz began thinking seriously about what came next and realized she wanted to give back to a community who repeatedly influenced her throughout her entire life: senior citizens. Ironically, on April 1, 2009, on what would have been her mother's 90th birthday, Foltz officially became the director of Twilight Wish Foundation's Pacific Northwest chapter. Fast forward to July 1, 2011, Foltz celebrates her birthday, Twilight Wish's eighth anniversary, and becoming the Foundation's new president.

Foltz holds a Bachelor's of Science in Organizational and Mass Communications from Eastern Washington University and a Master's in Education in Guidance and Counseling from Whitworth College, both located in Eastern Washington. A relentless champion for seniors, Foltz continually strives to change the way our culture views aging

Cass Forkin, Chairman of the Board

Cass Forkin founded Twilight Wish Foundation in 2003 and served as Executive Director until July of 2011. Forkin holds an MBA in healthcare administration from LaSalle University in Philadelphia, PA and her career spans more than 30 years as an entrepreneur and executive in banking, restaurants, healthcare administration and charitable organizations. Forkin is a pioneer of charitable causes and is the national public speaker for Twilight Wish Foundation and has presented to numerous organizations including the American Society on Aging, Prudential Insurance Company, the American Business Woman's Association (ABWA), Woman's Business Forum, and many Kiwanis, Lion's and Rotary Clubs regionally. Forkin has been featured on television shows including "Seeking Solutions with Suzanne", "Living the Life", and numerous radio programs including Bill Bradley's "American Voices" on Sirius Satellite radio. She has been written about in numerous print media articles including People magazine's "Heroes Amongst Us," USA Today, Women's Day, National Enquirer and Family Circle magazine.

Stephen Brown

Stephen Brown is the Director of Photography for Bucks and Montgomery Living Magazine and owner of Looking Glass Photography in Perkasio. Brown has had his photography published in many local and national publications including People and US Magazine and has been featured on *Entertainment Tonight*, The E Channel, and on the Wedding Channel. He recently photographed the wedding of Justin Guarini and Reina Capodici for People magazine. In addition, Brown works with many community charities including CB Cares, Alex's Lemonade Stand, and the Susan G. Komen Breast Cancer Foundation. Brown resides in Doylestown, Pennsylvania.

Jennifer Ellsworth, Vice-Chairman of the Board

Jennifer Ellsworth has an extensive and varied background in nonprofits, eldercare and radio and television broadcasting. She received her B.S. in Mass Communications, Television Major/Theater Minor, from Emerson College in Boston, Massachusetts. She is the C.E.O. of JPE Home Care LLC CareMinders Home Care, which is an independently owned and operated franchise providing medical and non-medical home care services. Ellsworth is also the CEO of Frog Pond Productions a private non-profit educational communications network specializing in providing video and multimedia production services to nonprofit organizations. She is co-founder of the Maasai Cultural Exchange Project (MCEP) which funds water projects and education for a community of Maasai in Kenya. Ellsworth has television broadcasting experience as a producer, director and editor working for Comcast Network and Tri-State Media, Inc. She also has worked in radio broadcasting as a producer and host. Her multi-faceted background includes work in public relations, fundraising, music directing, voiceovers, marketing, sales, workshop instruction, and website development and design. Ellsworth was recognized as a "Hometown Hero" by the Intelligencer Newspaper in 2006. She is a Certified Senior Advisor and member of the Society of Certified Senior Advisors. She served as a Volunteer Mentor of Mentor+ of Buck County, a board member of WDVR-FM Advisory Board, and also a board member of Fisherman's Mark ADA Advisory Committee. She is currently the chair of the Mount Amwell Project. Ellsworth resides in Point Pleasant, Pennsylvania with her husband, daughter and pets.

Richard Newman, Esquire

Richard Newman graduated from Temple University School of Law in 1986 and was a Phi Beta Kappa graduate of Temple University in 1983. Newman has been a licensed attorney for over twenty years and is currently the sole practitioner in the Law Offices of Richard L. Newman, practicing elder law and special needs planning. He is currently a member of the National Academy of Elder Law Attorneys, the Pennsylvania Academy of Elder Law Attorneys, the Pennsylvania Bar Association, the Bucks County Bar Association, and is the Chairman of the Bucks County Bar Association's Elder Law Handbook Subcommittee. Newman is also involved in the local community and is currently a member of the Central Bucks Chamber of Commerce and is the Membership Chairman of the Doylestown Rotary Club.

Barbara Traub, Treasurer

Barbara Traub has worked for 40 years at Holland Enterprises as a job supervisor, secretary, and handled job costing duties. She directed a construction crew and met with customers to develop plans to customize their homes. In addition, Traub worked at Freedom House as a payroll and financials secretary. She served as a board member and stand-in C.E.O. for the C.W. Schrenk Family Foundation, through which she twice traveled to help rebuild the homes of Hurricane Katrina survivors. Traub is involved in her community with the D.A.R.E. program and Camp Discovery. She currently resides in Doylestown, Pennsylvania.

Advisory Board

Catherine Scott Asplen

Catherine Asplen is a resident of Chalfont, Pennsylvania, has over 30 years' experience in the senior housing and health care professions in all aspects of operations, marketing and development. She has spent her career as an advocate for senior citizens, working to influence the regulatory and legal environments to provide more choice and better reimbursement for seniors nationally. Asplen is currently the President and COO of New Dawn Assisted Living Management Company of Chalfont, Pennsylvania. Prior to her position at New Dawn, Asplen served in executive management and marketing roles with Sunrise Assisted Living, Presbyterian Homes of New Jersey and the Assisted Living Federation of America. In addition, Asplen is a nationally recognized speaker who has presented at numerous state and local conferences, conducted countless training sessions and published articles in Assisted Living Today magazine. She received an MBA in Health and Medical Services Administration from Widener University, Chester, Pennsylvania.

Andrew D. Cotlar, Esquire

Cotlar earned his J.D. from the Dickinson School of Law, Pennsylvania State University, Carlisle, PA, in 1999. In addition, he graduated from the University of Wisconsin-Madison, with a M.A. in Philosophy and received his B.A. from Vassar College, Poughkeepsie, NY. Mr. Cotlar has been practicing law since 1999 and is currently an attorney with the Law Office of Steven A. Cotlar in Doylestown, PA. He is currently a member of the District of Columbia Bar Association, the Pennsylvania Bar Association, Federal Communications Bar Association and the American Bar Association. Mr. Cotlar currently resides in Doylestown, Pennsylvania.

Sean Lynch

Lynch graduated from East Stroudsburg University, Pennsylvania with a Bachelor of Science Degree in Political Science and History with a minor in Education. Sean was awarded a Fellowship to Lehigh University in Bethlehem, Pennsylvania where he attended for two years working towards a Master's Degree in Administration of Higher Education. Lynch has taught SED students while at Lehigh, was Assistant Director and ran ICF/MR group homes in Bucks, Montgomery, Lehigh and Northampton counties for Community Foundation for Human

Development in Sellersville, Pennsylvania, worked 10 years at KidsPeace in the Lehigh Valley, Pennsylvania as Program Director running Partial Hospital and Outpatient programs for youth and in Marketing and Development. Lynch was then Vice President for CoreCare Systems Inc. which was a full care continuum company, based in Philadelphia. He went on to open his own business in 2001 in Doylestown, Pennsylvania. Living Care Home Services is an in-home personal care company meeting the needs of seniors in Bucks, Montgomery, Lehigh and Northampton counties.

Jerry Rothkoff, Esquire

Jerry Rothkoff holds a J.D. from Widener School of Law and is a graduate of Syracuse University. He has been practicing law since 1993 and started the Law Offices of Jerold E. Rothkoff in 2000. Rothkoff specializes in elder and disability law practice concentrating in areas of long term care planning, asset protection, guardianship, disability planning, estate planning and advocacy for the elderly and disabled. He is a member of the National Academy of Elder Law Attorneys, the Camden County Bar Association Committee on the Elderly and Guardianship Committee, Philadelphia Bar Association Elder Law Committee, Pennsylvania Bar Association, Elder Law Section, Delaware Valley Stroke Council, New Jersey State Bar Association Elder Law Section Officer, Association of Trial Lawyers of America, Nursing Home Litigation Group. Rothkoff has made numerous appearances and speeches and has published articles in South Jersey Guide to Senior Resources, Law Points for Senior Citizens, New Jersey Institute for Continuing Legal Education (ICLE), Litigating Nursing Home and Assisted Living Facility Claims 2002 Seminar materials, Rothkoff Quarterly (quarterly magazine) and many others.

Lori Woodard

Lori Woodard has been a sales and marketing professional in the senior housing industry since 1992 and is currently C.E.O. of Hamlyn Senior Marketing. She is a past board member of the New Jersey Assisted Living Council and a past committee member of the New Jersey Association of Not-For-Profit Homes for the Aging. She lives in Yardley, Pennsylvania with her family.