

JOHN A. NOREIKA, SR.

John Noreika moved to Madison in 1997 to serve as Executive Director of Oakwood Village, continuing care retirement community based on Madison's West side, with a new campus now on Madison's far Northeast side.

Mr. Noreika has an outstanding track record in his 30+ years of service in the healthcare field, especially in developing and directing long term care facilities for the elderly. Of note is his success in development of Ideal Senior Living Center in Endicott, New York where he led a \$20 million project to broaden the capabilities and services of the organization to better serve seniors in the community. In addition, while in Endicott, John was instrumental in development of a caregiver respite program and in establishing the community's first AIDS home health care program. In 1991, Noreika received one of the most prestigious awards in the continuing healthcare field when the New York Association of Homes and Services for the Aging (an organization of not-for-profit organizations serving the elderly) honored him as the State of New York Professional of the Year.

Since his arrival in Madison, in his role at Oakwood, Mr. Noreika has directed the construction and opening of a residential memory loss care center on the Oakwood Village West campus in response to a lack of appropriate and available care for persons with Alzheimer's disease and other memory losses. Noreika is leading the Oakwood organization to meet the care and affordable housing needs of Madison's elderly living on the East side by developing Oakwood Village East, a continuing care community near American Family Insurance. Oakwood Village East was particularly designed and priced to be affordable and accessible to persons of moderate incomes living on or near Madison's East side. This campus will provide 206 supported independent living apartment homes for those 55 and older. The campus also includes 40 assisted living and 20 memory care apartment homes. Eventually, the campus will include a skilled nursing facility. Currently under construction on the Oakwood Village West campus is a new building of 90 supported independent apartments. This is in addition to 206 supported independent apartment homes, 60 assisted living, 40 memory care, and 137 skilled nursing facility units already in existence on the Oakwood Village West campus.

John Noreika's success in developing and operating high quality senior living facilities stems from his personal belief in providing our elders with dignified, considerate, and respectful care. This commitment to fair and caring treatment also extends to Oakwood's employees and volunteers. Noreika has a deeply established reputation at Oakwood of treating all with the utmost respect, celebrating and embracing the varied cultural backgrounds of residents and staff, and uplifting the human spirit by providing access to opportunities for all to grow and prosper. His love for the residents, staff, and volunteers of Oakwood Village is evident in the enthusiasm with which he approaches each day. His passion for responding with caring consideration to all people is infectious and spreads to all who work and live at Oakwood.

A strong believer in active and involved citizenship, Noreika dedicated his volunteer service to the capital campaign of Genesis Development Corporation (GDC) soon after arriving in Madison. Mr. Noreika has fulfilled the dream of Martin Luther King, Jr. regarding the development of economic empowerment for minorities and the under served. He presently serves as Vice President of the Board of Directors of GDC, which was established to meet the needs of the South Madison community through economic development activities. GDC's main undertaking is to establish the South Madison Incubator (SMI) project at the Villager Mall site on South Park Street. The SMI will support successful start-up and/or expansion of small businesses by providing flexible and affordable space, shared services, technical assistance and resource matching in an entrepreneurial environment. In the time he has been involved, Noreika has been instrumental in building a strong foundation of community leadership and support for GDC throughout the Madison community.

Noreika is supporting Madison Study Circles on Race through in-kind contributions of administrative support, meeting space, and information distribution (through organizational and employee newsletters, etc.). This is just one way to enhance and encourage Oakwood Village's role as an active member of the greater Madison community.

Mr. Noreika's dream, like Dr. King's, is to provide minorities in South Madison residents with the opportunity to fulfill their dreams of starting small and high-tech business or to become gainfully employed in jobs with high wage-earning potential. Mr. Noreika, like Dr. King, has a strong passion for economic access, economic justice, and economic empowerment for all individuals in our society.