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LEADINGAGE FLORIDA TAPS CECKA ROSE GREEN TO LEAD ITS COMMUNICATIONS EFFORTS

TALLAHASSEE—On November 1, 2017, **Cecka Rose Green, CPM**, joined the leadership team at LeadingAge Florida as Director of Communications. Green has more than 26 years of communications experience, including association management, public and media relations and planning, and crisis communications. Most recently, she was Communications Director at Florida Housing Finance Corporation, where she served as the primary spokesperson, spearheaded and implemented redevelopment/redesign of the corporation’s website, and oversaw business continuity and emergency preparedness.

“Cecka brings a wealth of knowledge and vast experience to LeadingAge Florida,” said LeadingAge Florida President & CEO Steve Bahmer. “She has deep expertise that will enhance our communications efforts in line with our strategic initiatives. We are so pleased that Cecka has joined our team and she has hit the ground running, already,” he said.

“I am honored to work with this respected organization and look forward to building on past successes, while creating and implementing innovative communications strategies to raise the profile of LeadingAge Florida in the state and nation,” Green said. “All elders deserve to have safe and decent living options for every stage of aging. LeadingAge Florida educates and serves its member communities, all of which share a common bond of providing high-quality care and services to the elderly in Florida.”

A graduate of Florida Agricultural and Mechanical University (FAMU), Green majored in English and began her career with the Florida League of Cities, where she was Publication Director at age 24. She has worked with several statewide associations including Florida Association of Counties, Florida Institute of Certified Public Accountants, and Florida Alcohol and Drug Abuse Association. Green was Deputy Communications Director at the Florida Department of Children and Families, and was Press Secretary at the former Agency for Workforce Innovation. Additionally, she received her Certified Public Manager® designation from the Florida Center for Public Management at the Florida State University in 2015.

She serves the Tallahassee community as a commissioner on the Tallahassee/Leon County Commission on the Status of Women and Girls, a member of the Board of Directors for Voices for Florida, a member of the School Advisory Board for FAMU Developmental Research School, and a team leader for the City of Tallahassee/Leon County Community Human Services Partnership. In 2015, Green was selected as a Distinguished Alumni by the FAMU National Alumni Association and as “Alumna of the Year” by HBCU Digest for her fundraising efforts on behalf of FAMU through the FAMU 10 for 10 social media campaign. She and husband, Marvin, have three children.

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Established in 1963 as a Florida not-for-profit corporation, LeadingAge Florida is committed to assisting its members in achieving excellence as providers, businesses and employers. The Association provides up-to-date regulatory information, a wide variety of educational opportunities, representation before the Legislature and government agencies, group purchasing services, and opportunities for networking with peers.

Roger A. Stevens, Board Chair
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Expanding Possibilities for Aging

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