

Cromartie selected to serve as Chief Executive Officer at Penick Village

Alva “Chip” Cromartie, MPA, has been appointed by unanimous vote of the Board of Directors to serve as the Chief Executive Officer (CEO) at Penick Village, a Life Plan Community in Southern Pines, North Carolina. Cromartie will take up his new role at Penick Village on September 7th.

Cromartie brings extensive experience working with nonprofits and life plan communities in North Carolina. He serves on the Board of Directors for LeadingAge NC, in addition to various other board and committee positions. He brings a Master of Public Affairs, with a concentration in Nonprofit Management, from the University of North Carolina at Greensboro.

Prior to accepting the position with Penick Village, Cromartie served as Executive Vice-President of Home & Community Based Services with The Well•Spring Group in Greensboro, NC. In that role, he developed and managed Well•Spring Solutions, as well as the subsidiary LLC, Well•Spring Home Care.



“It is an honor to join Penick Village as the new CEO and to lead such an outstanding team into an exciting future for our residents and the Southern Pines community,” said Cromartie.

Process

After completing an in-depth operational review, the Penick Village Board of Directors appointed a committee to oversee the search for the next CEO. The Search Committee was charged with bringing a recommendation to the Board for review and final approval. Using the operational review and the Board’s strategic priorities, the Search Committee developed a list of preferred qualities for the next executive. The committee included: Bob Darst, Penick Village resident and Life Director; John Frizzell, Board President; Gary Krasicky, Immediate Past President; Sherry Price, Board Secretary, and board members Wayne Robbins and Darlene Vaughn. Rick Stiffney, of Integrated Leadership & Consultancy, and Twila Albrecht, an independent contractor, provided support to the committee.

From March 2021 through July 2021, the Search Committee met regularly via Zoom Video Conferencing to identify and work through key aspects of the search process including gathering stakeholder input, the creation and distribution of an executive profile, advertising for the position, reviewing applications and nominations, interviewing candidates, checking references, and finally discerning their recommendation to the full Board.

Near the end of July, the Search Committee presented to the Boards its unanimous choice of Cromartie to be Penick Village’s next CEO. The full Board concurred and unanimously approved the committee’s recommendation.

“We are delighted that Chip has agreed to lead Penick Village in the next chapter of its long service to seniors and to the citizens of Moore County,” said John Frizzell, Board President. “We believe we have found in Chip a CEO of character, compassion and conviction, and we look forward to forging an effective partnership with him to meet the needs of our residents, our staff, the community of Southern Pines, and the citizens of Moore County.”