



Christie Hinrichs Began Term as LeadingAge Board Chair in January 2026

BOULDER, Colo. – LeadingAge welcomed Christie Hinrichs as chair of its board of directors in January 2026, marking a significant leadership milestone for both the national aging services association and Frasier.

Hinrichs began a two-year term leading the board of the nation's largest association of nonprofit aging services providers and mission-driven organizations. LeadingAge represents more than 5,400 organizations nationwide and focuses on advocacy, education, research and collaboration to strengthen services and support for older adults.

Her appointment came as LeadingAge entered the final year of its 2024-2026 strategic plan, which focused on supporting aging services staff and nonprofit providers facing ongoing workforce shortages, affordable housing pressures and sustainability challenges in care delivery.

"Our 2024-2026 strategic plan set out ambitious goals centered on supporting aging services staff and members across our mission-driven organizations," said Katie Smith Sloan, president and CEO of LeadingAge. "While we've made meaningful progress, there is more work ahead. Christie brings both the vision and practical leadership needed to help move this work forward."

Hinrichs had served on the LeadingAge Board of Directors since 2015 and contributed to national initiatives supporting nonprofit aging services providers and senior living communities across the country.

Throughout her leadership, Hinrichs emphasized the importance of strengthening the aging services workforce and maintaining compassion at the center of care.

"Without staff, there is no care," Hinrichs said. "Workforce challenges aren't abstract. They affect real people every day. As we invest in culture, leadership development and technology, we must never lose sight of the human connection at the heart of our work. We are, at our core, in the people business, and compassion is what gives this work meaning."

Founded in 1960, Frasier is an independent nonprofit life plan community serving nearly 500 older adults across the continuum of care, including independent living, assisted living, memory support, skilled nursing, rehabilitation and wellness services. Located on a 20-acre campus in Boulder, Frasier supports older adults in living independent, connected and fulfilling lives while strengthening the broader community it serves.