

# Cross Road executive director wins Community Leadership Award

**ASHEBORO** — Every year, the N.C. Assisted Living Association (NCALA) presents one Community Leadership Award to honor an executive director/administrator of a member-assisted living community who is an ideal representative and role model for the thousands of executives leading senior living communities.

Steve Rumbley, executive director of Cross Road Retirement Community in Asheboro, is the deserving recipient of this year's award. According to his nomination, by the board of directors, "Steve's leadership style of participation gains the respect and support of the staff and is centered on meeting the diversified needs of the residents."

The executive director/administrator is responsible for providing overall leadership in the day-to-day operation of a senior living community.

Staff, residents and board members honored Rumbley's accomplishments with accolades and cake. A certificate from the governor's office will be presented to Steve at the NCALA Fall Conference.

Also present for the visit was Frances Messer, president of the N.C. Assisted Living Association. Messer lauded Rum-



bley for his years of service to Cross Road Retirement Community and the residents.

"This is part of what I love about my job: Being able to share in the happiness and gratitude of a person's career and personal achievements," she said. "Steve is a tremendous asset to this community and the assisted living industry."

Cross Road Retirement Community is a not-for-profit organization that was founded in 1982 as a ministry of Cross Road Baptist Church. Cross Road Retirement Community accepted its first resident in 1983 and has now served in the thousands of individuals with quality care in a secure lifestyle.

Cross Road Retirement Community is located on around 40 acres of property in Asheboro. The campus includes a Main Assisted Living Center that can accommodate



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**THIS YEAR'S WINNER** — Steve Rumbley speaks after earning the N.C. Assisted Living Association's Community Leadership Award.

90 residents, an Assisted Living Alzheimer's Care Center that can accommodate 40 residents, Independent Living Apartments/Lake Side Villas that include 73 duplex apartments of various sizes from efficiency to two bedroom units, a five-star Shepherd's Way Day School that can accommodate 125

children, the Asheboro Home/Eagle Oaks for adult women who have special needs built by the Baptist Children's Homes of North Carolina, Inc., and a Club House and Activity Annex. There are plans for future development that will primarily address the demand for independent living accommodations.