



FOR RELEASE

November 18, 2022

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Region IV Area Agency on Aging CEO named to Moody on the Market Bold Women of Business for 2022

St. Joseph, Mich. The Region IV Area Agency on Aging (RIV AAA) celebrates its CEO, Christine Vanlandingham, being named to the Moody on the Market Bold Women of Business Class of 2022. In its second year, the [BOLD Women of Business](#) award recognizes women across the Southwest Michigan region who are excelling in organizational growth and impact and leading change to make positive differences in their communities.

Christine joined the Region IV Area Agency on Aging in 2002 as the Foster Grandparent Volunteer Coordinator. After just two years in that position, Christine was promoted to Fund and Product Development Officer. In that role, Christine led the agency's new product development and enhancement of current products, public policy efforts, grant writing, and donor relations. In 2010, Christine co-led the development of a community coalition to cast a vision for PACE of Southwest Michigan, an all-inclusive program to meet the needs of older adults who need nursing home level of care. A vision that became reality when the program formally opened to the community in 2012.

In 2019, Christine was promoted to Chief Operating Officer. In this role, Christine and team researched new service delivery patterns and expanded service lines and community partnerships to meet community need while growing, equipping, and empowering an agency staff of 78 individuals.

In 2021, Christine was promoted to Chief Executive Officer. A servant leader with a vision for collective impact, Christine leads the Region IV Area Agency on Aging team with a focus on empowering and developing people, building an organizational culture where individuals and teams are encouraged to learn, grow, and expand their ability to have both collective and individual mission impact. Notably, as a first year CEO, Christine was selected to Chair a state-level Strategic Initiatives Committee focused on key strategies to advance Michigan's aging network to meet the needs of older adults and persons with disabilities across the state of Michigan.

"Christine has been instrumental in helping to build relationships both locally and at the state and federal levels throughout her years at the RIV AAA and has been relentless in her efforts to secure funding to strengthen programs and services that serve the community," shared Bernie Williamson, Chair of the RIV AAA Board of Directors. "Even as the pandemic bore down upon

us, and we found ourselves in uncharted waters, Christine – without hesitation – helped to identify a course and navigate the way forward; regardless of the many obstacles that we encountered seemingly every day. We couldn't be prouder that our local business community recognizes the intrepid leadership of Christine, and we are grateful to have her at the helm of the RIV AAA."

Christine Vanlandingham is valued as being an unstoppable force inspiring and supporting others individually and collectively, using her unique ability to recognize and cultivate potential in and among people, organizations, and communities to continuously magnify the scope, reach, and impact of both her own organization and those her involvement extends too. Where others see overwhelming challenge, Christine intrepidly sees possibility and potential for collective impact and acts, coalescing people, and organizations from across Southwest Michigan and beyond.

Additional information and Moody on the Market's interview with Christine available here [Christine Vanlandingham Named to Bold Women of Business Class of 2022 | Moody on the Market.](#)

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About Region IV Area Agency on Aging

Region IV Area Agency on Aging is a private, not-for-profit corporation. Established in 1974 for the business of developing age supportive commerce and services, it plays a major role in planning, funding, and delivery of a host of services. Empowerment and independence of community members are driving themes behind its efforts. Designated by the State of Michigan to receive federal Older Americans Act funds for planning and development, the agency manages an array of government contracts for service delivery in southwest Michigan. Its primary service area includes Berrien, Cass, and Van Buren counties. For more information about the RIVAAA, visit www.areaagencyonaging.org



Photo: Christine Vanlandingham, Moody on the Market Bold Women of Business for 2022