

Board Member Spotlight

Jennifer Shirkey

Jennifer Shirkey, Attorney at Law with Flora Pettit in Harrisonburg, joined BRC's operating board last year, but her connections to BRC are run deep.

"Our firm has always been a big supporter of BRC," she says. "And we also have family living at BRC. My husband's grandmother is a longtime independent living resident. In more recent years, my mother has been a resident. She was in memory support for a time but is now a resident of Tranquility House."

Jennifer grew up in the area and has lived in the Shenandoah Valley her entire life. "My parents were originally from this area," she says. "My father graduated from Dayton High School. Mom graduated from Harrisonburg High School. As I grew up, I just fell in love stayed and in love with the area. And so we never left to go anywhere else."

Jennifer graduated from Turner Ashby High School and continued undergraduate studies at James Madison University. She later studied law at Washington and Lee in Lexington. She married her high school sweetheart Aaron, an engineer at Merck. Together they have two sons, George and Alexander, and a daughter, Jane.

Jennifer concentrates her practice in estate planning, employee benefits, tax, and business law. In addition to her service on BRC's board, she also serves on the board of the JMU Foundation, is a past president of the Harrisonburg Rotary Club, past chair of the Community Foundation of Harrisonburg and Rockingham County, and a former board member of the Harrisonburg-Rockingham Chamber of Commerce.

"It's been wonderful being part of the board so far," she says. "We have so much connection and an interest in the community already, and it's such a



Jennifer (left) with her mother Marilyn "Sue" Erdman and siblings.

strong team. From the administration to the staff and all the other folks that come together to make the community what it is. We are blessed as a board to have such a strong team on the ground."

As we enter a new phase of strategic planning, Jennifer is focused on issues like team member retention and the growing demands for senior living in an aging population.

"Our aging population is not decreasing, so it's a challenge for us as a society. How we're going to meet those needs? We need to be extremely conscious of the value of our team members because the real core of how we serve those expanding needs is through our team. And so that's our biggest challenge and opportunity is how we ensure that we've got the right relationship with our teams."

"It's wonderful to have options like BRC out there in our community. We have the opportunity to meet the needs of area seniors in such a caring and compassionate way. It's exciting to be part of that, and I so look forward to BRC's bright future."