

Mayer named CEO at Weinberg Campus

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With its future in flux, the board of directors at **Weinberg Campus** has selected its new president/CEO from within.

Longtime chief financial officer Robert Mayer has been named as the new leader for the 100-acre senior care campus in Getzville.

He succeeds David Dunkelman, who served in the post for 30 years **before retiring in February**.

Mayer has served as vice president for finance and CFO since 1995, managing the development of new facilities and diversified funding sources at the organization. Mayer has overseen finances at more than a half dozen affiliated nonprofit organizations, including senior apartments, adult home and assisted living, skilled nursing, homecare, respite services, rehabilitation, managed long-term care, adult day programs and low-income housing.

Late last year, the organization announced it would seek institutional partners to chart a **new strategic plan**, helping to overcome financial difficulties in some divisions and a changing world for health and long-term care. In January, the board hired an investment banker to provide advisement on the sale of all or part of the campus.



Robert Mayer, CEO, Weinberg Campus

Kenneth Rogers, Weinberg board chairman, said identifying the right leader to take the organization through that transitional period was among its top priorities for 2016.

“A search committee established a set of criteria for our new CEO and Bob more than fit the bill,” he said. “Bob has been the main leader in developing campus financial strategies and managing financial resources to ensure achievement of our business objectives. Bob worked very closely with our board, financial advisors, and banks to ensure that our finances withstood the scrutiny of regulators and auditors.”

Mayer has served Weinberg Campus as vice president of finance and CFO since 1995. He has assisted in developing and implementing a strategy to diversify its reimbursement sources by creating new facilities and services that significantly reduced reliance on government funding.

That included designing, building and opening three facilities with 283 apartment units; securing grant funding and developing 150 units of HUD Section 202 housing; and developing and managing one of the region’s first managed long-term care programs (MLTC). Under his leadership, Weinberg restructured \$39.5 million of tax exempt bond financing, resulting in cash flow value savings of more than \$2 million.

Mayer holds a bachelor’s from **Canisius College** and an MBA from the University of Rochester. He is a certified aging services professional and is a 2015 graduate of the **Community Health Foundation’s** Health Leadership Fellows program.

With an operating budget of more than \$33 million, the campus has about 500 employees and more than a dozen active programs serving about 750 residents and clients.

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<http://www.bizjournals.com/buffalo/news/2016/04/05/mayer-named-ceo-at-weinberg-campus.html>