

## MEET DIANE & MARSHA



Diane Gibson, CPA  
Consultant



Marsha Kauffman, MSAcc  
Consultant

### A.V. POWELL & ASSOCIATES ADDS TWO INDUSTRY EXPERTS TO ITS CONSULTING TEAM

Since January 2023 Diane K. Gibson and Marsha A. Kauffman have applied their expertise in CCRC financial operations to their consulting efforts with A.V. Powell & Associates LLC, actuarial innovators for the senior living industry. Ms. Gibson and Ms. Kauffman enhance A.V. Powell's team of actuarial and financial experts and assist with conducting actuarial and regulatory studies, GAAP FSO and financial projections, and provide software support to the firm's CCRC (aka Life Plan Communities) and CCaH clients.

Diane Gibson previously provided consulting services—project management, financial accounting, and business development support—to businesses in the senior living and affordable housing industry. Prior to starting her consulting practice, she held positions as VP of Finance, CFO and Acting CEO for two single-site, nonprofit CCRCs in Portland, Oregon. In addition to her financial reporting and strategic planning responsibilities, she was involved in campus expansion projects at each community. Ms. Gibson received a B.S. in business administration from Portland State University and is a licensed CPA.

Marsha Kauffman was a CFO of a nationally recognized CCRC in Pennsylvania, where she had oversight of all accounting functions and prepared financial statements for the company's five organizations with annual budgets in excess of \$100 million. Before her promotion to CFO, she served as controller for six years. Previously, she was a business systems analyst in the IT department, where she was responsible for project management through all phases of system development. Ms. Kauffman received a B.S. in accounting from Lebanon Valley College and a M.S. in accounting from the University of Delaware.

"Our two new consultants complement our existing team and combined bring 30 years of C-suite experience with successful Life Plan and Continuing Care retirement communities," notes AV Powell, founder and Chief Revenue Officer. "Their primary roles are assisting with actuarial and financial projection studies for our CCRC and CCaH clients." Ms. Gibson and Ms. Kauffman joined the A.V. Powell & Associates' consulting team on January 1, 2023.

Connect with Diane Gibson or Marsha Kauffman to discuss your Life Plan Communities' solvency or plans for future growth.

Diane K. Gibson, CPA  
[diane.gibson@avpowell.com](mailto:diane.gibson@avpowell.com)

Marsha A. Kauffman, MSAcc  
[marsha.kauffman@avpowell.com](mailto:marsha.kauffman@avpowell.com)