

The Towers Welcomes Gustave (Gus) Keach-Longo As Its New President/CEO

On January 17th, Gustave (Gus) Keach-Longo joins the Towers as President/CEO.

From the beginning of his career, at age 16 when he started as a “Porter” in a Connecticut nursing home, Gus has worked with seniors. Gus’ passion for seniors grew as he learned how he could make a difference in the lives of the seniors in that nursing home through getting to know each person and by always putting the person before the task. His visionary thinking, sensitivity and depth of knowledge of seniors’ experiences will help lead The Towers forward as we begin our next 50 years of serving our community. “As a professional whose practice is the field of aging in Connecticut, I have always admired the reputation of The Towers. I am honored and grateful to be given this opportunity to join this outstanding community and look forward to working alongside the Board of Directors as we start to plan for the future,” commented Keach-Longo.

Gus holds a Masters in Health Administration from



Gustave (Gus) Keach-Longo

Rensselaer Polytechnic Institute and is a licensed Connecticut Nursing Home Administrator. His Ph.D. studies at UCONN focused on Human Development and Family Studies with a concentration on Gerontology (i.e. the study of aging). In prior roles Gus was the lead in the development of new initiatives for senior programs, including the startup of a special Connecticut Assisted Living Demonstration Pilot project in Hartford. He also led the creation of another

special assisted living specifically for veterans. This included working with the Veterans Administration on the model for services, funding, building design and implementation strategies. In a prior role, Gus was responsible for the executive leadership of several senior citizen community-based services including a “Meals on Wheels” program that delivered 7,000 meals daily throughout central Connecticut. In addition, Gus has remained an Adjunct Instructor in the Human Services Department at Tunxis Community College.

Towers Residents and Staff will meet Gus on his first day, Wednesday January 17 at 11:00 a.m. in the Towers dining room.

We encourage all of the Towers’ family to attend a special meet and greet sponsored by the Towers Family Association on either Sunday January 24 at 2:00 p.m. or Wednesday January 31 at 5:30 in the evening.

Visit The Towers, meet Gus and share your thoughts on how our community can move forward together.

The Towers B’Nai Mitzvah - December 17, 2017 *(more photos inside)*

