

00:09 – 00:39

**Lucas McCurdy**

Welcome to Bridge the Gap Podcast, the Senior Living podcast with Josh and Lucas on a special Contributor Wednesday show. And for our longtime listeners, you're sitting there and you're scratching your head. You mean like, wait a minute. I think I've heard Contributor Wednesdays before, but they were gone for a little bit, a little while, but now they're back. What's going on? What's up BTG? So we're here today to talk to you about that. The good news is Bridge the Gap is bringing back Contributor Wednesday. Right, Josh?

00:39 – 01:08

**Josh Crisp**

Yeah. How exciting. You know, we get so much positive feedback. And honestly, I personally don't like listening to me and you talk too much. So I actually listen personally more to the contributor series. And it's been a few years. So we've missed it. We've heard our listeners have missed it, we've heard your cries, and so we're bringing it back. Exciting in this next season.

01:08 – 01:44

**Lucas McCurdy**

That's right. I think the thesis around Bridge the Gap has always been that the Bridge the Gap platform is for the industry. And while you and I may be the moderators of the conversation, facilitators of these amazing thought leaders, educational content, and influential content that we post on the network, the Bridge the Gap platform is really about the industry. And Contributor Wednesday is an opportunity to let those other voices, other leaders, be able to participate in the Bridge the Gap mission.

01:44 – 02:36

**Josh Crisp**

That's exactly right. And it's also a slightly different format. So you'll still be able to listen and get access on just about any channel that you want. You'll be able to find it in all the same places, but from a format standpoint, on our typical Monday show, we typically keep it very high-level thought leadership topics.

But in these contributor series, we get into the weeds a little bit—deeper dives on very specific subject matter. And it's things that you can take back to your teams, your workplaces, that are edifying to you as a leader. It's great content from really awesome people who are not strangers to the industry. You'll recognize the names as we drop those, for sure.

02:36 – 03:51

**Lucas McCurdy**

One of the funniest things about being a part of Bridge the Gap for so many years is really getting to meet these high-performing thought leaders where normally maybe we wouldn't meet this person or get access to this person. But Bridge the Gap really is a great platform that is inviting and gives us an opportunity to have these discussions.

And so over the years, when we had Contributor Wednesday, we were able to bring on some real heavy hitters and bring awesome education and influential content to our listeners on the platform. And it's going to be no different in 2026. These deep-dive topics are going to be hyper-focused specifically on the operations and details of the senior living industry—from an operator standpoint, from a marketing standpoint, from a sales standpoint—all of the big points that are driving your success as an operator to be able to provide care to older adults. We're going to have that on Contributor Wednesday.

03:51 – 04:33

**Josh Crisp**

Absolutely. And we're committed to bringing you really valuable content. So the contributors that we have are actually thought leaders in the space. They're in high demand. They've written tons of content, published tons of content, and they're in high demand to speak all over the industry.

No strangers to you. And Lucas, I feel really lucky how much time you and I have been able to spend with these leaders through the years—and that they continue to invest in the industry and share their valuable content with us at Bridge the Gap.

04:33 – 05:59

**Lucas McCurdy**

That's right. And so for 2026, you're going to be noticing drops of Contributor Wednesday each month throughout the year. And the great thing about podcasts is you can catch up—you can go back and find these series.

And if you're sitting there thinking, you know what, it's kind of been on my mind to reach out to Bridge the Gap, Contributor Wednesday is often an extension of our ambassadorship program as well. These are great opportunities for people to be involved in Bridge the Gap.

Number one is going to be a friend you've probably heard of before, Cara Silletto. She's the president and Chief Retention Officer at Magnet Culture, a keynote speaker, author, very well followed and respected in the industry, and a great contributor to the Bridge the Gap network.

05:59 – 06:36

**Josh Crisp**

Absolutely. Every time Cara has been on, people are downloading, printing, and sharing those transcripts with their leadership teams. Super high-value content. And man, no stranger this next one. Lucas, should we tell them now?

06:36 – 06:37

**Lucas McCurdy**

You go for it.

06:37 – 07:15

**Josh Crisp**

Christy Van Der Westhuizen, Senior Vice President of Sales and Marketing at Jaybird Senior

Living. She packs a punch with content you'll want to take back to your teams and feel better about leading senior sales and marketing. Look forward to those drops monthly.

07:15 – 08:30

**Lucas McCurdy**

She's got so much style and flair. These are solo podcasts—directly from the thought leader, no interruptions from Josh or Lucas. You'll hear about these in our newsletter and on social media.

If you're not signed up for our email newsletter, you're missing out. We'll drop a link in the show notes so you don't miss a thing.

08:30 – 08:40

**Josh Crisp**

Absolutely an exciting new year. Lucas, nine years we've been doing this together.

08:40 – 08:49

**Lucas McCurdy**

Just about. Sitting across from you, it feels like an eternity.

08:49 – 09:30

**Josh Crisp**

I'm thankful for our audience, our partners, and everyone helping us expand the platform to inform, educate, and influence this industry we love.

09:30 – 09:44

**Lucas McCurdy**

For more information, visit [btgvoice.com](http://btgvoice.com). Thanks for listening to another great episode of Contributor Wednesday on Bridge the Gap.