

16TH ANNUAL AWARDS

galala

Benchmark Celebrates Its Best for 2017



Called to C



NORRETT BURNETT NAMED 2017 COMPASSIONATE CAREGIVER

Norrett Burnett accepts the *Compassionate Caregiver* crystal trophy and \$2,500 cash.

“It is with absolute pride and appreciation that I present the 2017 Compassionate Caregiver Award to **Norrett Burnett**, Harbor Care Associate at Middlebrook Farms at Trumbull!” Chairman and CEO Tom Grape said when presenting Benchmark’s most prestigious annual recognition. In describing Norrett, Tom noted how she has impressed residents and families with her keen observation skills, intelligence and the unparalleled compassion she brings to the challenging role of Harbor RCA:

“With a wealth of experience, she takes time to know each resident’s likes and dislikes and strives to provide comfort to each one.”

“She consistently exhibits a high standard of care, which serves to contribute to her community being known by its residents and families as a special place.”

Inspired by the Compassionate Caregiver Award presented annually by The Schwartz Center of Boston, the Benchmark award is in its 10th year. In just one month, we received hundreds of nominations, with many associates receiving three or even four nominations from different residents and family members. From those nominations, three finalists were chosen. In addition to Norrett, the other two finalists, Lead Front Desk Receptionist **Chlea Bynoe**, The Falls at Cordingly Dam, and Concierge **Sandra Papasedero**, The Commons in Lincoln, were recognized at the Gala for how they transform lives through human connection as compassionate caregivers.



Alongside **Norrett**, **Chlea Bynoe**, middle, and **Sandra Papasedero** receive recognition and \$500 cash.

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2017 COMMUNITY SERVICE CHAMPIONS

One Service Champion is recognized every year within each Benchmark community for best exemplifying our mission of Elevating Human Connection and for going above and beyond in personalizing service to residents, families and fellow associates. Each community Service Champion and guest is invited to attend the Annual Awards Gala where one is honored with the Service Champion Award.

SERVICE CHAMPION AWARD



Kim Flanagan, Resident Care Associate, The Village at Mariner's Point, Conn., receives a crystal trophy and \$2,500 cash from SVP of Quality Resident Services Allison Melahouris and Tom.

The Service Champion Award recognizes a direct-care associate who models being *Called to Care*. Candidates are community-level Service Champions who create quality experiences and are committed to Benchmark's mission and values. This associate takes ownership of problems and/or creates a new method or process to improve efficiency, effectiveness or safety in procedures.

Paula Abreu, Chestnut Park at Cleveland Circle
Patricia Andrews, BSL at Ridgefield Crossings
Mercy Bali, The Atrium at Veronica Drive
Aimee Baranowski, BSL at The Commons in Lincoln
Melissa Barros, BSL at Robbins Brook
Linda Bergonzi, The Village at Kensington Place
Jessica Bradford, BSL at Billerica Crossings
Ryan Breton, BSL at The Commons in Lincoln
Ruth Brisseau, BSL at Waltham Crossings
Chlea Bynoe, The Falls at Cordingly Dam
Karen Campbell, Harbor Point at Centerville
Salvatore Cognata Jr., BSL at The Commons in Lincoln
Brianna Coley, BSL at Hamden
Ana Cruz, BSL at Putnam Farms
Sarah Dawson, Greystone Farm at Salem
Lauren Demers, BSL at Forge Hill
Robert Dennis, Orchard Valley at Wilbraham
Olinda Fernandes, The Atrium at Drum Hill
Marguerite Finn, Wellington at Hershey's Mill
Kim Flanagan, The Village at Mariner's Point
Deborah Gamache, The Branches of North Attleboro
Ashley Garnett, BSL at Split Rock
Mary Guardabascio, New Pond Village
Maureen Healy, Ashland Farm at North Andover
Teresa Hill, Academy Point at Mystic
Thomas Houston-Costello, BSL at Haverhill Crossings
Jane Kandur, Cabot Park Village
Donna Kolenski, Bedford Falls
Susan LaBossiere, BSL at Shrewsbury Crossings
Grace Lawes, BSL at Nashua Crossings

Marta Lopez, The Village at East Farms
Jeannette Machicote, The Atrium at Cardinal Drive
William Martinez, Middlebrook Farms Trumbull
Toni McKane, Carriage Green at Milford
Elga Mercado, The Birches at Concord
Andrea Mier, BSL at Leominster Crossings
Judit Marie Mitra-Fraiko, The Village at Buckland Court
Lynn Morgan, Tatnuck Park at Worcester
Kate Murray, The Arbors of Bedford
Margaret Nishesh, Edgehill
Kristen O'Brien, Bay Square at Yarmouth
Domenico Pagliaro, The Village at South Farms
Amanda Paton, BSL at Chelmsford Crossings
Johanna Peguero, BSL at Clapboardtree
Michael Perkins, Home Office
Maria Ramos, BSL at Woburn
Heather Raposa, Blenheim-Newport
Lydia Raymond, The Arbors at Shelburne
Maria Rosado, The Atrium at Rocky Hill
Aida Santos, Capitol Ridge at Providence
Kimberly Schloss, The Village at Brookfield Common
Stephanie Scott, Crescent Point at Niantic
Shyan Siakala, Greenwich Farms Warwick
Marissa Smith, BSL at Plymouth Crossings
Rose Stanley, The Village at Willow Crossing
Alsaondor Sylvestre, Evans Park at Newton Corner
Jennifer Tinnirella, River Ridge at Avon
Luis Torres, Coachman Square at Woodbridge
Wilande Verdisca, The Atrium at Faxon Woods



John Sullivan, Plant Operations Director, Shrewsbury Crossings, Mass., receives a crystal trophy and \$2,500 cash from SVP of Operations Bob Moran and Tom.

BEACON AWARD

Honoring the supervisor or department head who goes above and beyond in modeling Benchmark values. This associate is chosen for creating a community of genuinely committed and caring associates and satisfied residents, and is one who models our value to *Be the Benchmark* in their daily work.



Chris Prout, Talent Acquisition Specialist, Waltham Home Office, receives a crystal trophy from SVP of Human Capital Veronica Barber and Tom.

UNSUNG HERO AWARD

Honoring a home office associate routinely demonstrating our values “behind the scenes.” This associate has a “can-do” attitude on all occasions, anticipates the needs of others and performs with exceptional accuracy. The recipient excels at “connecting to what matters.”





PRESIDENT'S AWARD

Honoring leadership excellence at the senior management level. Criteria include: Outstanding leadership performance, modeling Benchmark values, exceptional talent review, consistent performance above and beyond the normal call of duty, and initiative/ownership for personal growth and professional development.

Barbara Camillo, Executive Director, The Village at Mariner's Point, Conn., receives her crystal trophy, designer watch of choice and an all-expense-paid trip to New York City to attend the World Business Forum with top business leaders in November.



THE DARRELL HARVEY VALUES AWARD

Honoring an individual leader exemplifying what it means to Be the Benchmark - committed not only to setting the bar, but also to raising it as they model our values. The award is bestowed on an individual who feels *Called to Care* for our residents, their families and fellow associates. And they value teamwork, knowing we are *Better Together* in "Connecting to what matters."

The Commons in Lincoln, Mass., Campus Executive Director **Chris Golen** accepts the crystal trophy from board member Darrell Harvey and Tom.



Better Together



ONE COMPANY FUND

Honoring the community best exemplifying the fund's vision of an associate-supported organization that does "the right thing" by taking care of each other and modeling how we're *Better Together*.

*The Village at Buckland Court, Conn., Executive Director **Doug Murphy** accepts the crystal trophy for the community from SVP of Legal/Risk Management **Andrea Teichman** and Tom.*



CIRCLE AWARD

Honoring the community achieving the highest in resident and family satisfaction. Criteria include: successfully involving families in our business and in the experiences of their resident loved ones, and demonstrating the importance of superior "full-circle" care.

*The Birches at Concord, N.H., Executive Director **Chuck Crush** accepts the crystal trophy for the community from Allison Melahouris and Tom.*



RIPPLE AWARD

Honoring the community achieving the highest associate satisfaction. Criteria include: Success in creating the powerful "ripple effect" of excellent leadership, and engendering exceptional results from leading an organization where residents, families and associates understand and feel connected to one another.

*Edgehill, Conn., Executive Director **Chris Barstein** accepts the crystal trophy for the community, which maintained the highest associate retention rate in the company from Bob Moran and Tom.*

NAVIGATION AWARD

Honoring the community demonstrating the best business and financial results in the prior calendar year. Criteria include: Success and most improvement in navigating financial management, and building and managing a business that connects with all stakeholders.

*Coachman Square at Woodbridge, Conn., Dining Services Director **Christopher Raymond** accepts the award and crystal trophy for the community, which achieved over \$350,000 above its net operating income (NOI) goal, from Bob Moran and Tom.*



PETER M. SMALL AWARD

Honoring the community that best integrates the Benchmark trilogy of excellence, talent and fiscal responsibility into its business model. Criteria include: Routinely exemplifying our core values, favorable feedback from associates and families, successful financial management, and consistent demonstration of Benchmark's mission of "Connecting to what matters."

*Ridgefield Crossings, Conn., Executive Director **Bill Crawford**, Front Desk Receptionist **Patricia Andrews**, middle, and Senior Director of Business Administration **Tami Beck** accept the crystal trophy for the community, which maintained an average unit occupancy of 96% and beat its NOI by over \$250,000 in 2017, from board member Peter Small and Tom.*



Gala Honors Those Who Excel at Transforming Lives Through Human Connection

We are proud to present you with the 16th Annual Awards Gala commemorative brochure featuring the Benchmark associates and communities that excelled in 2017 at transforming lives through human connection.

The John F. Kennedy Presidential Library and Museum offered an ideal setting for this year's Gala as we begin an important pivot for our company by making a transformative shift in our vision and mission.

That vision and mission are bigger than the senior living business we've been in for 21 years. They speak to a transcendent idea - a calling - for something far bigger, more ambitious, more meaningful.

Our core belief, which drives everything else, is that we transform lives through human connection.

Ever since JFK stated his goal for the U.S. in 1962 to send a man to the moon, companies have asked themselves, "What is our man on the moon aspiration?" And it's a question we've asked ourselves as well.

We will become the destination for human connection - transforming someone's life by looking into their eyes, deeply understanding who they are, meeting them where they are, and connecting them to what and who matters most. Is there anything more important than that?

Gala is about celebrating the special people among us and the team of associates who cheer them on - including you. It's a night of history-makers, caregivers, teamwork, dedication and commitment, applause and cheers. Most of all, it's the moment each year when we acknowledge face-to-face the people who bring our company's mission to life in special ways.

To them and to you - thank you for your passion and commitment to transforming lives through human connection.

With gratitude,



Tom Grape
Chairman and CEO

OUR CORE BELIEF

We believe in the power of human connection to transform lives.

OUR VISION

We see a world in which every person feels meaningfully connected to what and who matters most, throughout their lives.

OUR MISSION

To deeply understand people, meet them where they are, and connect them to what's meaningful and possible at every stage of life.