

APRIL 14, 2022



**A MESSAGE FROM OUR
VICE PRESIDENT OF SALES**

Pamela Filby

Spring is in the air, and so is optimism across Benchmark.

Interest and occupancy in our communities continues to grow. This follows a year in which we experienced a net gain of more than 700 residents – a record!

Every single associate plays a vital role in this success. I have the privilege to lead professionals who are often the faces of our communities. The sales team introduces prospective residents and families to BSL, educates them and maintains long-lasting relationships.

Last week, we brought our Directors of Community Relations together for the *Better Together Sales Conference*, a day filled with workshops focused on industry trends and professional development. I think the most exciting part was the human connection – being together again.

At the end of the day, we recognized sales achievements for 2021 and a couple Q1 2022 milestones with awards. View winners [here](#).

Congratulations to the recipients and all Directors of Community Relations for leading the industry following COVID-19. And, thank you all for what you do every day.



Call to Care: *Jessica Duffy's compassion creates lasting relationships with residents.*

Her Tight-Knit Approach to Care

Associate Jessica Duffy noticed Irma, a resident of Greenwich Farms at Warwick, walking with just one hand on her walker as she struggled to nestle a cherished baby doll in her other arm. This caused the walker to trail off to one side. It was an unsafe situation, and one that Jessica was determined to fix.

Jessica knew Irma saw herself as a young mother. Caring for that baby doll meant

everything to her. So, Jessica gathered up some yarn she found at home and knitted a hammock for the doll, securing it neatly across Irma's walker. Irma was now able to take her baby doll wherever she went, while safely maneuvering the walker with two hands.

Jessica, now a Traditional Care Director at Capitol Ridge at Providence, is known

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Victory Never Tasted So Good

Benchmark chefs in Connecticut recently proved what we've known for years: outstanding dining is always on the menu at our communities.

Last week, some of our chefs competed in the Connecticut Assisted Living Association's (CALA) annual Chef Challenge, competing in two categories – seafood and beef. We were delighted to take home awards in each category.



Finishing Touches: *Village at Brookfield Common Chef Tom Sharkis competing.*

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OPEN POSITIONS

Benchmark is currently looking for talented individuals to fill the following positions. For information, contact recruiting@benchmarkquality.com.

- **Director, Business Administration** at River Ridge at Avon
- **Director, Business Administration** at Greenwich Farms at Warwick
- **Executive Director** at The Branches at Framingham
- **Resident Care Director** at Benchmark at Woburn
- **Director, Community Relations** at Village at East Farms/Village at Kensington Place
- **Director, Community Relations** at Billerica Crossings



Jessica and Irma enjoying a moment together at Greenwich Farms at Warwick.

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for taking that extra step and doing whatever it takes to improve the lives of the residents she considers family. Her dedication resulted in Jessica receiving Benchmark's Compassionate Caregiver Award in 2021, which has long been Benchmark's most prestigious honor in its 25-year history.

Linda Silveira, Senior Executive Director at Greenwich Farms, sees Jessica as the possessor of a gift.

"She makes a difference in other people's lives, and they deserve that difference," said Linda. "She has been given the gift to be able to do that." Jessica's ability to connect so personally to residents knows no bounds. When she learned that Irma had always loved playing the piano, she took it upon herself to enlarge a set of sheet notes, allowing Irma to

engage in what was a long-forgotten passion.

"It was just amazing to hear her play," said Jessica. "She was so good. It was incredible. She is declining, and that breaks my heart. She loves to play, so that's what I want her to do. I want to see her smile."

Tristi Delaroca, Executive Director at Capitol Ridge at Providence, sees Jessica as an example of the important ties so often made between Benchmark associates and family members who are not able to connect with their loved ones as much as they would like.

"In a way, Jess is a surrogate for Irma's daughter Alexis, in California," said Tristi. "She gets to give her the hugs and the kisses and the love – and send those back home."

[Watch Jessica's Compassionate Care video.](#)

BRIEFS

Take the Survey Yet?



There's still time to take the **Great Place to Work Trust Index Survey!** Eligible associates should have received a link from 'Survey Administrator' at hello@gptwcare.com last week. So far, 49 percent of associates have participated.

Please take 10 minutes to provide your feedback and help us *Be the Benchmark!*

Nominate a Mass Associate



Nominations are open for the Mass-ALA Excellence Awards! There are many opportunities to nominate a Massachusetts-based associate worthy of this honor.

[Click here](#) to nominate an associate who you feel goes above and beyond their job description.

Please send the nominee's information to communication@benchmarkquality.com.

Submissions are due by May 6.



WARM WELCOME



Sylvie de Marrais

Sylvie is Senior Treasury Analyst at the **Home Office**. She previously served as a treasury and senior financial analyst for a Boston-based company. She graduated from Boston University with a degree in economics.



Jenn McQuillan

Jenn is the Digital Marketing Coordinator at the **Home Office**. She previously spent nine years in video editing and production in the media industry. Jenn graduated with a B.A. in communication – media arts from Westfield University.

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The **Village at Brookfield Common's** Dining Services Director, Tom Sharkis, took home first place with his Middle Eastern inspired za'atar crusted arctic char with saffron couscous, roasted rainbow cauliflower and sumac yogurt.

"Our residents are used to having the very best and always like trying new things, so that's what we aim to give them," said Tom.

Edgehill's Executive Chef Anthony Napolitano took home third place with his Italian-inspired porcini braised short rib.

Guy Hemond, Vice President of Culinary, Dining Experience & Procurement Logistics, said Tom and Anthony are among a team of culinary wizards throughout Benchmark.



Representing: Connecticut chefs who competed in recent Chef Challenge event.

"Because of their expertise and creativity, the Benchmark dining experience rivals that of top restaurants throughout the region. I'm so proud of Tom and Anthony, as well as all our chefs and dining associates," said Guy.



DEIB

We will be celebrating **Cultural Diversity Day** on May 19. Each community is encouraged to come together for food, music and other fun cultural traditions. Don't miss out on this company-wide party! To get started:

- **Create a team!** [Visit the Hub](#) for ideas or use your own.
- **Plan thoughtfully.** Check out [these guidelines](#) for planning culturally sensitive activities.
- **Look for a wall map of the world.** The IAC is sending each community a world map – hang it in a common area and encourage associates, residents and families to put sticker dots (included) on their place of origin or ancestral homeland.
- **Give away prizes.** The IAC will send you some special aprons for OCF raffle prizes, recipe contest winners, trivia contest winners or an all-associate drawing.
- **Take photos.** Capture your community's celebrations and post on Yammer. [Click here](#) for more information or contact sdavison@benchmarkquality.com.

HIGHLIGHTS



Ashland Farm at Noth Andover kicked off Ramadan with a snack before the fast.



CEO Tom Grape recently presented Sen. Susan Collins with the Argentum Champion of Seniors Award.



Plymouth Crossings had an eggcellent time hosting an Easter Egg Hunt for residents and kids.