

SALMON Awarded Family Business of the Year

SALMON Health and Retirement has received the 2009 Massachusetts Family Business of the Year Award for companies with 250 or more employees.

The awards program, created in 2007 in a partnership between Northeastern University's Center for Family Business and The Family Firm Institute New England Chapter, "promotes and highlights some of the great achievements of Massachusetts-based, family-owned businesses and entrepreneurs." Companies that now include, or have included, more than one generation, and whose policies and business practices have had a positive impact on business and communities are eligible for nomination. Competition for the state-wide awards has increased each year.

Paul Karofsky, founder and former Director of Northeastern's Center for Family Business, in whose honor the specific award is named, comments on the win: "This award is an outstanding achievement and clear recognition of the Salmon family, (CEO) Phil LaCasse and the entire staff of SALMON Health and Retirement. Their extraordinary commitment to one another, to the care of seniors and to their communities exemplifies the very best of family enterprise."

Award recipients were announced at the ceremony held at Northeastern's Henderson House in Weston on April 29. Speakers at the event included the Rubin family of Bernie & Phyl's Furniture and Sal Lupoli of the Lupoli Companies. Governor Deval Patrick had proclaimed April 29, 2009 "Family Business Day."

SALMON Health and Retirement's most recent ventures include The Willows at Worcester, a retirement community approaching completion and scheduled to open in September, and the establishment of Beaumont Rehabilitation and Skilled Nursing Center at Worcester and another SALMON Center for Early Education in fall 2008, at the location of the for-

mer University Commons Nursing Care Center on Plantation Street.

"It's quite an honor to win, considering the well-known names in our category," says SALMON Vice President for Programs, Quality and Innovation Matt Salmon. "Being recognized as a standout in that group was a wonderful surprise. Everyone who works at our company has a great deal to be proud of, and we all owe our vision and success to my parents and grandparents, who set the example by providing the highest quality of care and concern for those we serve."

Through The Willows Premier Retirement Communities for Active Adults, Whitney Place Assisted Living Residences, Whitney Place Adult Day Health Centers, Beaumont Rehabilitation and Skilled Nursing Centers and SALMON Centers for Early Education, located in Natick, Northborough, Northbridge, Westborough and Worcester, SALMON Health and Retirement, founded in 1952, offers a full spectrum of services designed to maintain the highest possible quality of life for those they serve. To learn more, call Toll-Free in Massachusetts 1-800-446-8060, or visit .



Three generations of the Salmon family: Matt Salmon, Kate Salmon-Robinson, Helen Salmon, founder, Daniel Salmon, Jr., Dorothy Salmon and Andrew Salmon.

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