

Worcester Business Journal's

Family Business Award for 2010 goes to SALMON HEALTH AND RETIREMENT

Cyprian Keyes Golf Club in Boylston, MA, was the venue on June 23, 2010, for *Worcester Business Journal's* annual Central Mass. Family Business Awards. SALMON Health and Retirement was an award recipient in the category of family businesses with 250 or more employees.

Worcester Business Journal's Editor Christina Davis comments: "With today's headlines filled with news of corporate missteps and fat-cat bonuses, it's refreshing to hear stories like those of the family businesses we've selected to honor. There are no multi-million dollar bonuses for these folks. Instead, there's a tremendous amount of hard work, perseverance and commitment. There are also a host of tough calls, difficult decisions and sleepless nights. But read any one of [their company] profiles

and you'll understand that for these firms, the rewards always outweigh the demands."

Event sponsors presenting awards hailed from Bank of America, Clark University Graduate School of Management, and Mirick O'Connell Attorneys at Law. Worcester radio stations providing media support were WTAG and WSRS.

Accepting the award on behalf of her family, SALMON's Director of Marketing Communications Kate Salmon-Robinson acknowledged a debt to their staff and founders.

"Over the decades, we've been able to attract a talented and devoted team willing and able to help fulfill our mission. They regularly join us because friends, relatives or staff members have talked about us with enthusiasm, or when a family member has been cared for by the

company. Our success is based on a total team effort...

"...We are grateful to the *Worcester Business Journal* for this award and for placing us among such good company.

"It humbles and motivates us as we strive to honor our parents' and grandparents' examples in everything we do as a family caring for other families. Thank you."

SALMON Health and Retirement's most recent venture includes The Willows at Worcester, a retirement community geared to those 55 and older, located at 101 Barry Road, which opened in September 2009.

SALMON Health and Retirement was established in 1952, and has grown to encompass six campuses in Central Massachusetts. Visit www.SalmonHealthAndRetirement.com.

Third-generation: SALMON's COO Matt Salmon, on the left, with sister Director of Marketing Communications Kate Salmon-Robinson and their brother, Northbridge Campus Executive Director Andrew Salmon.

Patrick O'Connor photo



CENTRAL MASS.
**10 FAMILY
BUSINESS
AWARDS**

