



2009 Hero Awards Nomination Form

Honor the hard-working employees and volunteers who help make your assisted living residents' lives more rewarding. Nominate someone you know for ALFA's 12th annual Hero Awards!

Nominee Martha Hogue

Award Category (check one): Executive Director Staff Member Caregiver Nurse Volunteer

Nominee's Title Assistant Director Length of Service 8 yrs

Name of Community Hawkins Creek Type of Community Assisted + Memory Care

Person Nominating Andy Bynum Title Executive Director

Name of Organization Signature Senior Living Phone 903-663-1079

Email abynum@signatureseinieliving.com Website www.signatureseinieliving.com

Each community is limited to maximum of one nominee per category. Community/Parent Company must be a member of ALFA to be eligible to submit a nomination.

Nominees should be exemplary in promoting ALFA's philosophy of care and service:

- ◆ Offering cost-effective quality care that is personalized for the individual's needs
- ◆ Involving family and friends in care, when appropriate
- ◆ Protecting each resident's right to privacy
- ◆ Promoting the individuality of each resident
- ◆ Fostering independence for each resident
- ◆ Providing a safe, residential environment
- ◆ Nurturing the spirit of each resident
- ◆ Allowing each resident choice of care and lifestyle
- ◆ Treating each resident with dignity and respect in care planning and implementation
- ◆ Making the assisted living residence a valuable community asset

On a one page (8½ x 11), one-side **typed** (no less than 12 point font) document, please provide specific examples of why you are nominating this employee or volunteer. Winners will be awarded during ALFA's 2009 National Conference & EXPO, May 5-7, 2009 in Philadelphia, PA, where they will receive a complimentary conference registration & lodging for one night, a trophy, and a monetary award.

Please email, fax or mail this form and its accompanying nomination letter by February 13, 2009, to ALFA, attention: Nikki Crevey, 1650 King Street, Suite 602, Alexandria, VA 22314; email ncrevey@alfa.org; or fax to (703) 894-1831, or call (703) 562-1176 for more information.

I am taking this opportunity to nominate Martha Hogue for the ALFA Hero Award. Martha has a passion and commitment to our residents and employee partners that is exemplary of the highest standard. Through her service to assisted living over the last eight years she has established herself as a person who continually strives to improve the quality of her contribution to her residents, families and employees. She is seldom satisfied with anything less than perfect.

She began her career as a care giver and was quickly recognized for her attention to detail, quality care and knowledge of each resident's needs and preferences. She was promoted to activity director and found a new level of involvement with the residents and families. In her usual style, she approached her new challenge with full abandon and developed an activity program that was creative, socially stimulating and took into consideration the individuality of each resident. She was totally committed to enriching their quality of life. It seemed there was an endless flow of compliments and commendations brought to my office by residents and family on the quality of her performance. Her organization and positive attitude again stood out and she was promoted to business office director. She exceeded expectations and brought an impeccable level of organization and order to the business office. All the while she maintained the same rapport and intimate knowledge of the residents and families.

Martha has been with Signature Senior Living at Hawkins Creek as assistant director since just after its grand opening in May of 2007. She embodies Signature's pledge to achieve our mission by 'Doing the right thing....regardless'. In her assistant director position, she brings all her experience and commitment, to serve as a role model to be emulated. It is a thing of beauty to observe her attention to detail in every aspect of her position, from organization in the business office, to ensuring our residents are nurtured and cared for in a way that brings comfort and confidence to their families.

Martha's basic character is to always go above and beyond with a smile and positive attitude whatever the circumstances. It is a special director that will provide personal care to the residents, serve in the dining room, wash dishes, pass meds, cover a night shift, or just work the floor if the need arises. All this and she maintains the most amazing level of organization in the business office and intimate knowledge of the software system. Her record keeping is flawless.

In conclusion, I feel Martha Hogue truly deserves this recognition for her selfless contribution to assisted living over the last 8 years. Hawkins Creek has a reputation in the community as the best assisted living community in East Texas. Martha is one of the primary reasons we have this reputation. To put it in quantified terms, Hawkins Creek has been at 100% occupancy for over 300 days of the 20 months it has been open, largely due to her contributions and resident-centered focus. She makes each resident, family member or potential resident feel truly special through her emphasis on dignity, choice and independence. Hawkins Creek would not be what it is without her.