

# THE BROOKDALE STORY

## General Information:

Brookdale Senior Living currently owns and manages over 1100 senior living facilities and employs over 80,000 employees. The Brookdale Leadership Team is extremely focused on creating an environment that treats all of their employees and residents with appreciation and respect, and have created a mission and core values to support this philosophy. In addition, they recognize that 1100 facilities is a lot to manage, and therefore have put resources behind providing their many associates the recognition tools to share appreciation.

## Early Year Recognition & Service Awards

Brookdale has designed an early year recognition program that recognizes their employees for 1 & 3 years of service, in addition to providing a more traditional service award program at 5, 10, 15 (and every 5 years thereafter) years of service.

*The Brookdale program focuses on the following:*

- High-end presentation materials, including presentation boxes, custom congratulations cards and custom pins.
- High-end award levels to signify the importance of reaching the milestone years of service.
- Custom Brookdale 'Congratulations' Cards for managers to personalize a message to each employee celebrating a milestone anniversary.

