

The Landmark

Holdenite now executive director of senior living services Tatnuck Park at Worcester

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Benchmark, a provider of senior living services in the Northeast, recently announced the appointment of Holden resident Jennifer LaCroix as executive director for Tatnuck Park at Worcester, an assisted living and memory care community located in historic Tatnuck village.

LaCroix previously served in this role from 2011 to 2013. At Tatnuck Park, LaCroix is responsible for overseeing the day-to-day operations, concentrating on its Mind & Memory approach for those with Alzheimer's and dementia.

"One of the highlights of my career has been working with the amazing team and families at Tatnuck Park, so I'm extremely excited to be able to return to this role," LaCroix said. "Benchmark's Mind & Memory approach is second to none, so, as a dementia practitioner, it's very rewarding to see and be part of the positive changes our residents make every single day."

The specially designed, award-winning program provides the activities, engagement and security needed to ensure residents feel comfortable and successful every day.

LaCroix has over 20 years of experience in assisted living, memory care and hospitality, including more than 13 years with Benchmark. She is a Certified Director of Assisted Living (CDAL) and Certified Dementia Practitioner (CDP) as recognized by Argentum, the national assisted living association. She also received the prestigious Circle of Leadership Award from the National Assisted Living Federation of America (now Argentum) in 2012.

"Jennifer's leadership brings an even greater level of excellence to Tatnuck Park at Worcester," said Bobbi Miller, regional director of operations. "She is incredibly skilled at bringing together all the pieces that are necessary to ensure our residents, families and associates thrive."

Originally from New Hampshire, LaCroix attended Keene State College where she majored in broadcast journalism. She lives with her husband and daughter in Holden.