



For Immediate Release

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**EMPLOYEE FROM LCB SENIOR LIVING WINS 2022 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**August 8, 2022** – Amanda Polzin from LCB Senior Living was named the recipient of the Sales and Marketing Excellence Award by the Massachusetts Assisted Living Association (Mass-ALA) at the organization’s annual Excellence Awards Dinner on July 26th, 2022. The awards are presented each year to individuals at every level of assisted living who have demonstrated their desire to make a positive difference in the lives of residents and who, in the view of their peers, stand out as role models in the industry.

For over 15 years, Polzin has worked to create a positive sales and marketing culture within her communities. Her customer-centric sales approach empowers her staff to sell with empathy and create an individualized customer journey experience. As a mentor, she provides exceptional support and commitment to her teams, discerning their individual needs to provide recommendations and direction for their growth and success. Her dedication and compassion are felt in every interaction she has with her staff and residents alike.

“We are honored to recognize the 2022 Excellence Award winners for their hard work and dedication in ensuring the highest quality of life for older adults, especially during the last two years,” said Brian Doherty, President and CEO of Mass-ALA. “Their commitment to their communities has been exemplary and we are incredibly proud to partner with them in strengthening assisted living across the Commonwealth.”

The Sales and Marketing Excellence Award recognizes a sales or marketing professional who excels at promoting their Mass-ALA assisted living member community. This individual uses innovative, creative sales and marketing techniques and grows relationships with residents, families, and key referral sources. This individual has a track record of collaborating and communicating well with other team members as well as external stakeholders to contribute to the overall success of their community.

**About Mass-ALA**

The Massachusetts Assisted Living Association ([Mass-ALA](#)) is a not-for-profit association dedicated to professionally operated assisted living residences that provide housing and services for individuals with varied needs and income levels. Mass-ALA serves as the voice of assisted living, providing information and education, and advocating on behalf of our members and the seniors they serve. Mass-ALA promotes a model of care which treats all residents with dignity, provides privacy, and encourages independence and freedom of choice.

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