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FOR IMMEDIATE RELEASE

Consumer Voice Announces Winners of the 2014 Consumer Voice Leadership Awards

Washington, DC, November 12, 2014 – The National Consumer Voice for Quality Long-Term Care (Consumer Voice) recognizes people who have demonstrated an exceptional commitment to improving the lives of long-term care consumers. Individual and group members of the Consumer Voice nominate people for the awards and the nominations are reviewed by the Leadership Award Selection Committee. Awards will be presented during the organization's 38th Annual Conference, November 15-18, 2014, in Arlington, Virginia.

Consumer Voice executive director Richard Gelula made the following statement about the awards: "People who need long-term services and supports whether in a nursing home, assisted living facility or at home are dependent on others for the quality of their health and well-being. It has always been the outstanding initiatives and leadership provided by individuals that has secured the rights and improved conditions for long-term care consumers. Today is no different and we are fortunate to have many people working as advocates to try to improve long-term care for all people, including our family members, friends, neighbors and colleagues who depend on these services. This year's Consumer Voice award winners are leading examples of the thousands of people who strive to improve long-term care and make it responsive to the people who are depending upon these services."

This year's winners are:

Janet Tulloch Memorial Advocacy Award- This award was established in 2000 after the death of Janet Tulloch, a nursing home resident, author, committed advocate and long-time member of the Consumer Voice's Board of Directors. It honors a citizen advocate, family caregiver or long-term care consumer (e.g. resident of a nursing home or assisted living facility or an individual receiving home and community-based services) who has worked directly with and for consumers to improve the lives of long-term care consumers.

Winner: Kathy Keegan Clare, co-founder Family Council at Belvoir Woods, VA

Howard Hinds Memorial Award- The Howard Hinds Award was established in 2005 in memory of the late Howard Hinds, a Tennessee District Long-Term Care Ombudsman. Howard was a true champion for residents and for the ombudsman program as well as a passionate advocate on national issues. The award honors an individual who has effectively advocated for long-term consumers on the local level.

Winner: Janet Tadsen, Associate Ombudsman, Advocates for Basic Legal Equality, OH LTC Ombudsman Program

Cernoria Johnson Memorial Advocacy Award- Cernoria McGowan Johnson (1909-1990) set up the national program of Nursing Home Ombudsmen in 1974. The award in her honor is presented to someone whose work

has had national impact or is a model for national excellence and who exemplifies accomplishment in his or her chosen field.

Winner: Jacqueline "Jackie" Majoros, VT State LTC Ombudsman

Winner: Esther Houser, OK State LTC Ombudsman (retired October 2014)

Toby S. Edelman Legal Justice Award- This award was created in 2009 to honor those who, working through or with the legal system, go to extraordinary lengths to achieve justice for long-term care consumers. It is named in honor of Toby Edelman of the Center for Medicare Advocacy, whose work for more than 30 years has influenced and shaped long-term care law, policy and enforcement.

Winner: Eric Carlson, Directing Attorney, National Senior Citizens Law Center

Janet Wells Public Policy Leadership Award- The Consumer Voice's Public Policy Leadership Award recognizes an individual who has provided exemplary leadership in the public policy field in advancing quality of care and quality of life for residents receiving long-term care services. It is named in honor of longtime advocate and former Consumer Voice/NCCNHR Policy Director, Janet Wells.

Winner: Cathy Hurwit, Chief of Staff, Representative Jan Schakowsky (D-IL)

Elma Holder Founder's Award- Established in 2002 as a lifetime achievement award to honor a person whose life work exemplifies leadership in the field of long-term care reform, the award is also a tribute to Elma Holder, the Consumer Voice's founder and friend. Elma's personal commitment, integrity and vision shaped the organization and quality of care and life in long-term care.

Winner: Kathy Greenlee, Administrator, Administration for Community Living (ACL), Assistant Secretary, Administration on Aging (AoA)

We are extremely grateful for the members of our Governing Board and Leadership Council that volunteered to serve on the Leadership Award Selection Committee to review the numerous qualified nominees and select the award recipients. We extend our thanks to Yvette Green, Brian Capshaw, Brian Lee, Deanna Okrent, Heather Porreca, Jennifer Golle, and Patricia Warnick.

For more information on the awardees, visit the Consumer Voice [website](#).

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About the Consumer Voice

The National Consumer Voice for Quality Long-Term Care was formed as the National Citizens' Coalition for Nursing Home Reform in 1975 to address public concern about substandard care in nursing homes. Today, the Consumer Voice is the leading national voice representing consumers on issues related to long-term care, helping to ensure that consumers are empowered to advocate for themselves.