



2014 Best of San Diego Senior Housing Award Winners Announced

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Vista, CA - August 11, 2014 - Locally owned ChipperList announces the ten winners of their 2014 Best of San Diego Senior Housing Awards. Certificates were awarded to the winners last week for exceptionally high standards in senior care.

The 2014 Best of San Diego Senior Housing Awards winners are:

Fairwinds - Ivey Ranch - Oceanside, CA
Nazareth House - Mission Valley, CA
Oakmont of Escondido Hills - Escondido, CA
Olivenhain Guest Home - Encinitas, CA
Redwood Terrace - Escondido, CA
Seacrest Village - Encinitas, CA
Silverado - Escondido, CA
Silvergate Retirement Residence - San Marcos, CA
Sunrise of La Jolla ? La Jolla, CA
Westmont Town Court - Escondido, CA

More than 50 senior housing candidates throughout San Diego County were evaluated based on the results from tours by local eldercare experts as well as an analysis of State of California Community Care Licensing Division (CCLD) reports. Geographic location and performance standards of "sister properties" (if part of a chain) were also factored in.

Unlike some awards given out based on votes by the public or positive user reviews tallied, ChipperList award winners were chosen based on factual and objective data and analytical research. Each of the winners demonstrated continuous and exceptional levels of care year after year. The ChipperList team tours each community and reviews specific areas of concern to the consumer including Facility & Amenities, Lifestyle & Activities, Dining, Healthcare & Services and Memory Care.

After the tour and review, ChipperList obtains and publishes the CCLD reports and provides a two-year "executive summary" chart of deficiencies. This look "behind the curtain" is a critical step in evaluating a senior housing community and is a unique and free offering to the senior housing consumer.

The ChipperList 2014 Best of San Diego Senior Housing Awards Judges were:

Chip Allen, Founder - Originally from Colorado, Chip has a Bachelor's degree in Business Administration and Marketing, and worked for ten years as a software engineer for a healthcare supply chain company. Chip is married and the father of two active young boys. He became interested in senior housing (and found the online resources lacking) when researching assisted living for his grandfather. Chip is a visionary - the

trifecta of business savvy, tech skills and advocacy for quality senior care.

Jane MacKenzie, ChipperList "Munk" - Born in New York, Jane is a Baby Boomer who has lived in San Diego for thirty years. After decades as an administrative professional, Jane became a full time family caregiver to her elderly father in 2001 and learned about senior services during these years. She believes that innovation and higher standards of care are urgently needed. Jane served as a volunteer Long Term Care Ombudsman with the County of San Diego in 2004 and has worked and volunteered in senior services since 2007.

The judges were inspired by several quotes: "In the arena of human life the honors and rewards fall to those who show their good qualities in action." --Aristotle "If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude." -- Colin Powell "We don't get a chance to do that many things, and every one should be really excellent. Because this is our life." -- Steve Jobs

ChipperList was founded in 2013 to provide a win/win solution for families researching senior housing and also as a local "marketing channel" for the finest senior housing communities. Since then, ChipperList has toured over 50 communities and has plans for expansion to new cities in early 2015. The ChipperList.com team is pleased to honor the 2014 San Diego County winners.

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