

## Press Release

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FOR IMMEDIATE RELEASE  
January 28, 2015

### **KRISTIN DUPONT NAMED VICE PRESIDENT OF MARKETING AT THE LASALLE GROUP**

IRVING, JANUARY 28, 2015: The LaSalle Group, Inc., a national leader in memory care, announces the recent promotion of Kristin Dupont to Vice President of Marketing.

In this capacity, Kristin will provide leadership and creative experience for both The LaSalle Group and Autumn Leaves brands along with a unique perspective: a seven year veteran of the company, Kristin has worked in an Autumn Leaves community as well as serving families of residents as a local Director of Sales and Marketing.

“This company feels like family to me,” said Dupont. “Not only is the LaSalle Group family-oriented, it has been a great place for me to grow and develop professionally. I’m thrilled to have this opportunity to contribute to and have a positive impact on the company’s future.”

Dupont joined The LaSalle Group in 2007 as a Director of Sales and Marketing in a local Autumn Leaves community, her first full-time job out of college, and in that position

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exceeded her 90% census goal every year. Her stellar record quickly led to her promotion in 2010 to the corporate position of Director of Marketing, ultimately responsible for managing marketing and public relations activities for 42 Autumn Leaves memory care communities in four states, including 11 currently under construction.

“Kristin has proven her ability and dedication as she spearheaded the recent development of our “So much More™ ... at Autumn Leaves” campaign and led the recent re-organization of our Sales and Marketing Departments,” said Joe Jasmon, Chief Operating Officer for The LaSalle Group. Dupont’s other accomplishments include managing marketing plans and budgets, improving message consistency and brand identity, and implementing a company-wide system for ordering promotional materials.

In her new position, Dupont will lead the rollout of the “So Much More” program, designed to provide a more personalized service and to more comprehensively meet the needs of our residents and families as they navigate the difficulty journey of living with Alzheimer’s or dementia.

“With Kristin’s leadership we will continue to promote our organization through individual stories and proven examples of the outstanding care that we provide,” said Jasmon.

Dupont is an honors graduate of Eastern Michigan University, where she majored in business communication. She and her husband, Jason Dupont, live in Farmers Branch, Texas, and have a daughter, Ava, 2.

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### **ABOUT THE LASALLE GROUP**

Family owned and operated since 1990, The LaSalle Group, Inc. designs, develops, builds, manages, and owns 42 Autumn Leaves® Memory Care communities designed specifically for people with Alzheimer's and other forms of memory impairment; as well as other specialized real estate and businesses throughout the United States. For more information about our business lines, services, current projects, and partnership opportunities, please visit [LaSalleGroup.com](http://LaSalleGroup.com) or call Kristin Dupont at 800-452-7255.

### **Photo Courtesy The LaSalle Group:**

**Photo 1:** Kristin Dupont, Vice President of Marketing, The LaSalle Group, Inc.