

For Immediate Release



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Beechwood Promotes Melinda Crawford to Director of Human Relations

Buffalo, NY, April 12, 2022 - Beechwood Continuing Care is pleased to announce that Melinda Crawford, PHR, SHRM-CP has been promoted to Director of Human Resources. Crawford will oversee all recruitment and retention efforts for all facilities under the Beechwood continuum, which includes Beechwood Homes, Wesley Rehabilitation Center, Asbury Pointe Retirement Community, Presbyterian Village at North Church and Ken-Ton Presbyterian Village. She is also responsible for advocating for and administering the extensive benefits Beechwood offers its 557 employees. Additionally, Crawford runs the Beechwood diaper program, which offers its staff diapers, wipes and training pants for only \$3; and co-chairs Beech Buddies, a company-wide wellness program.



Melinda Crawford is a Buffalo native and a graduate from the University at Buffalo with a Bachelor of Science degree in Business Administration with a concentration in Human Resources. She began her career in Wisconsin where her husband attended law school. They returned back to Buffalo four years ago, where Melinda began working for Beechwood as its Human Resource Manager.

In addition to her Professional Human Resources (PHR) certification and being a Society for Human Resource Management – Certified Professional, Crawford also recently received a Certified Plan Sponsor Professional Certification (CPSP) with the Plan Sponsor of America. The CPSP credential program is designed to attest to employers that the recipient, as a plan sponsor, has the knowledge and skills needed to evaluate, design, implement and manage a comprehensive employer-sponsored retirement plan. These certifications require continuing education to stay compliant and knowledgeable of continuous changes in HR and Benefits..

About Beechwood Continuing Care

Beechwood Continuing Care is a not-for-profit senior care community that includes Asbury Pointe, the Village at North Church, and Ken-Ton Presbyterian Village, independent retirement communities; the Wesley Rehabilitation Center, short-term rehabilitative care; and the Beechwood Homes, a person-centered skilled nursing facility. For more information, visit www.beechwoodcare.org.

Connect with us



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