

# GRAPEvine



APRIL 2010

[www.grapelder.org](http://www.grapelder.org)

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## Watch The Mail – Important Membership Information Coming Your Way

Annual  
Membership  
Renewal

It's that time of the year again!  
Renew your membership in G.R.A.P.E.  
for 2010-2011 membership year.

Renewal letters have been sent out along with a renewal notice that you will need to complete and return to the G.R.A.P.E. Office.

Membership dues will be \$100 for the new membership year, however, you have a chance to keep your membership at \$85 if you return your renewal form before July 1<sup>st</sup>, 2010. Act early and take advantage of this special offer.

Renewal notices received after July 1<sup>st</sup> will be \$100.00.

Please contact the G.R.A.P.E. Office if you have not received your membership renewal letter and form.

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# President's Message

[www.grapelder.org](http://www.grapelder.org)



**BY G.R.A.P.E. PRESIDENT  
MATT TONSICH**

Fun to catch and then release to swim again!

I absolutely love this time of year here in Rochester NY. The sun is shining, the snow birds are back, including our clients who were down in Florida, and best of all everyone seems to be in a great mood.

I have a few trips on my calendar including Vegas and California to see some family. But the real reason I love this time of year so much is of course King Salmon fishing. Life doesn't get better than being out on the boat and pulling in a 30 pound fish!  
Now let's talk about G.R.A.P.E.

We only have a few more months left before the annual dinner in June, our biggest fundraiser. Sponsorship notices have been sent to our members. This is a great way to support our organization. To get the most out of your membership, I would like to suggest trying out one of our upcoming committee meetings which are listed at the end of the newsletter. All G.R.A.P.E. members are welcomed and encouraged to join any of our committees.

The positive reviews continue to come in regarding the speed networking piece we have added to all of our breakfast meetings. Be sure to come early, and with business cards in hand. Our next breakfast will be at the Briarwood on April 21<sup>st</sup>, networking starts at 8:15am. Please be sure to welcome all of our new members.  
Just last month, we added 10 new members.

Our lunch will be held on April 27<sup>th</sup> at the Village at Park Ridge. We have an interesting presentation on dialysis planned. I hope everyone can attend.  
Be sure to log onto the website [www.grapelder.org](http://www.grapelder.org) to secure your spot.

*Matt Tonsich is the President of G.R.A.P.E. and General Manager of Angels in Your Home. He can be reached at (585) 392-1118 ext 301 and [gmhc@hiltoneast.com](mailto:gmhc@hiltoneast.com)*

# Membership

Membership Year: July – June

Individual Professional - \$85 \* Matriculated Student - \$40

Retired Professional - \$40

Membership Co-Chairs: Madelyn McCarthy & Kathy Scott

E-mail: [info@grapelder.org](mailto:info@grapelder.org)

[www.grapelder.org](http://www.grapelder.org)

## Welcome New Members

James Horn  
Northwestern Mutual  
345 Woodcliffe Dr.  
Suite 162  
Fairport, NY 14450  
585-414-3120  
[James.horn@nmfn.com](mailto:James.horn@nmfn.com)

Janet Nelson  
Added Peace of Mind  
PO Box 62  
Webster, NY 14580  
585-781-0215  
[AddedPeaceofMind@att.net](mailto:AddedPeaceofMind@att.net)



### G.R.A.P.E. MEMBER BENEFITS

What the Greater Rochester Area Partnership for the Elderly membership gets you!

- Free monthly breakfast and lunch
- Numerous educational presentations by professionals in the field of aging
- Networking opportunities at every meeting
- Additional special networking events
- Opportunities to enhance your knowledge of elder services through committee involvement
- Annual Town Hall Meeting, with legislators present, to advocate for seniors
- Informative monthly newsletter
- Business listing in the Comprehensive Consumer Guide to Elder Services in a printed and on-line version at [www.grapelder.org](http://www.grapelder.org)
- Annual Dinner extravaganza
- Versatile, informational member web site
- Camaraderie and fun!!!

### New Delivery of the Newsletter!

You will now receive notification by e-mail that the issue of the GRAPEvine has been posted on the G.R.A.P.E. website for your viewing pleasure. There are 2 ways to view the newsletter. Go to the home page [www.grapelder.org](http://www.grapelder.org) and select Newsletter or [www.grapelder.org/Newsletter.aspx](http://www.grapelder.org/Newsletter.aspx) which will take you directly to the newsletter.



## Membership Application

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Program: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

## Type of Membership

\_\_\_ **Professional**  
Individual membership for.....\$85

\_\_\_ **Student**  
Matriculated students.....\$35

\_\_\_ **Retired Professional**  
Retirees from field of aging.....\$40

Send completed application and payment to:  
Greater Rochester Area Partnership of the Elderly  
100 McAuley Drive, Suite 2000  
Rochester, NY 14610  
(585) 265-4351

[www.grapelder.org](http://www.grapelder.org)



## ANNUAL DINNER SPONSOR SOLICITATION

Annual Dinner Sponsorships Available!

It's no secret that budgets are tight. Get the most for your advertising dollar by becoming a G.R.A.P.E. 2010 Annual Dinner sponsor. With an Annual Dinner sponsorship you are advertising directly to the largest, most influential audience that serves the older adult population in our area.

Several levels of sponsorship are available. All sponsorships that are listed below include a display table at the Annual Dinner and a listing in all publicity. Additional benefits of each level are also listed below.

### GRANDIOSE \$2,500: Sponsoring Organization will address guests from the Podium

Full page ad in Annual Dinner Sponsor Guide \* Four (4) memberships in G.R.A.P.E. \*  
Ten (10) seats at the Annual Dinner

### REGAL \$1,500:

Half page ad in Annual Dinner Sponsor Guide \* Four (4) memberships in G.R.A.P.E. \*  
Ten (10) seats at the Annual Dinner

### ARISTOCRATIC \$ 725:

Quarter page ad in Annual Dinner Sponsor Guide \* Two (2) memberships in G.R.A.P.E.  
\* Six (6) seats at the Annual Dinner

### PRINCELY \$ 595

Quarter page ad in Annual Dinner Sponsor Guide \* One (1) membership in G.R.A.P.E.  
\* Four (4) seats at the Annual Dinner

### ELITE \$ 395

Business Card Size ad in Annual Dinner Sponsor Guide \* One (1) membership in G.R.A.P.E.  
\*Two (2) seats at the Annual Dinner

### CENTERPIECE \$ 75:

Centerpiece donors will be listed on a tent card at each table. G.R.A.P.E. will provide the centerpieces and number them for giveaway at the end of the evening.

**Publicity includes Press Release, Program, Newsletter, Website, Exhibit, & Advertisement on the Event's recurring slide show *Contact the G.R.A.P.E. Office at 585-256-4351***

### Annual Dinner Committee

#### “Just One and You’re Done”

Instead of asking for many people to join our committee and try to attend monthly meetings, we are asking the members to help our committee obtain donated items for the Silent Auction and the Chinese Raffle. One donated item, you’re done. You’ve helped and you didn’t even have to attend a meeting!

A **Silent Auction** item should be something of greater value, such as a nice piece of jewelry, a weekend away to a spa, tickets to a GEVA performance – something worth more than \$75 or \$100.

**Chinese Raffle** items could be items such as:

- Gift cards/certificates to restaurants, coffee shops, novelty stores
- Bottles of wine/decorative wine stopper
- Daiquiri mix and vodka
- Kids pool or sand toys/inflatable pool/bubbles and bubble makers
- Automotive repair certificates
- Hand quilted blankets
- Mugs filled with flavored coffees and creamers

You can give us an item and we’ll use it to create a themed basket, or donate a completed basket.

The idea is – You can help our committee and G.R.A.P.E. by asking someone you know, or someplace you frequent, to donate to the G.R.A.P.E. organization. Because G.R.A.P.E. is a non-profit organization, each donor receives a tax deduction receipt for their taxes. When you give us the donated item, include a contact name, address and phone number, your name and your phone number. We’ll send them a thank you and the 501C -3 tax deductible receipt.

**The Annual Dinner is June 2, 2010 at the Burgundy Basin Inn**

Donated items should be to the committee by May 20, 2010 and can be given to anyone on the committee including: Kathleen Krauss, Kim Arnold or Julie Merton.

**Next meeting:** April 9, at 8:30 am, at The Cracker Barrel Restaurant  
Co-Chairs: Julie Merton, 225-7210 [westsidemanorrochester@emeritus.com](mailto:westsidemanorrochester@emeritus.com)  
Kim Arnold 425-0210 [perintonpark-md@emeritus.com](mailto:perintonpark-md@emeritus.com)

### Senior Housing Alliance

The Senior Housing Alliance will next meet on Friday, April 2nd @ 8:30 AM. This special interest group of G.R.A.P.E. members provides the opportunity for representatives from independent, assisted living, enriched and memory care facilities to meet and discuss specific issues related to the senior housing industry. The April meeting will be hosted by the Legacy @ Clover Blossom, located at 100 McAuley Drive (behind Mercy High School) in Rochester.

April’s meeting features a guest speaker: Elder Law Attorney Judith Holender Loeb. Ms. Loeb will be discussing the many ways she works with seniors and their families throughout the Rochester area. She will focus on residents currently living in congregate housing communities, as well as seniors considering potential moves. In addition to our speaker, the Housing Alliance will continue the process for choosing new co-chairpersons for 2010-2011.

Colleen Ussia (Village at Unity) and Tom Harner (Crimson Ridge Gardens) are this year’s co-chairs for the alliance. Now we are asking for RSVP’s for each meeting, in order to help host communities better prepare. You can secure your seat by calling Colleen (585-723-7817) or by reaching her on email [cussia@unityhealth.org](mailto:cussia@unityhealth.org)

We hope to see you on April 2nd!



## Mark your Calendar for the April G.R.A.P.E. MEMBERSHIP BREAKFAST MEETING

Wednesday, April 21, 2010

8:00 am to 8:30 am - Networking

8:30 am to 9:30 am - Program

8:15 to 8:30  
Speed Networking!

**Location:** The Briarwood at St. John's Meadows  
1 Johnsarbor Dr. West, Rochester

**Presented By:** Rev. Phyllis D. Jackson, RN BS, Founder and Director  
His Hands Community Nursing Center at Grace Community

**Topic:** MORE NOW Than EVER

**Sponsored by:** All Metro Health Care

Join us for a presentation on diabetes: what it is, what the major types are, signs and symptoms, treatment and prevention. Are you aware that a Type III Diabetes – which is being related to Alzheimer's Disease - has been identified? Come and learn about the latest findings and the increasing prevalence of this new form of diabetes. In addition learn about trends and challenges for the senior population and burdens and challenges for caregivers.



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1350 University Avenue Rochester, New York 14607



## Mark your Calendar for the APRIL G.R.A.P.E. MEMBERSHIP LUNCHEON MEETING

Tuesday, April 27, 2010

12:00 pm to 12:30 pm - Networking

12:30 pm to 1:30 pm - Program

- Location:** The Villages at Unity  
1471 Long Pond Road
- Presented By:** Allison Cubitt, LMSW Renal Social Worker  
Rochester General Dialysis
- Topic:** Chronic Kidney Disease and the World of Dialysis
- Sponsored by:** Waddell and Reed

The presentation will begin with an overview of Chronic Kidney Disease and the options for Renal Replacement Therapy. Issues that dialysis patients and other renal patients face such as insurance, scheduling, coping, and the effects on family life will be covered. Organizations for renal patients will be reviewed.

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[gwkauffman@wradvisors.com](mailto:gwkauffman@wradvisors.com)



**Mark your Calendar for the MAY G.R.A.P.E.  
MEMBERSHIP BREAKFAST MEETING**

Wednesday, May 19, 2010  
8:00 am to 8:30 am - Networking  
8:30 am to 9:30 am - Program

8:15 to 8:30  
Speed Networking!

**Location:** The Briarwood at St. John's Meadows  
1 Johnsarbor Dr. West, Rochester

**Presented By:** Art Mason

**Topic:** Elder Abuse

**Sponsored by:** Mr. Grab Bar

**Mark your Calendar for the MAY G.R.A.P.E.  
MEMBERSHIP LUNCHEON MEETING**

Tuesday, May 25, 2010  
12:00 pm to 12:30 pm - Networking  
12:30 pm to 1:30 pm - Program

**Location:** Hilton East  
231 East Ave. Hilton

**Presented By:** Jodie Perry, President, Greece Chamber of Commerce

**Topic:** Speed Networking – The Elevator Speech

**Sponsored by:** Hilton East

# Here's My Card

The GRAPEvine: April 2010

[www.grapelder.org](http://www.grapelder.org)

## Here's my card!

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### March Breakfast Meeting

Steve Newcomb, Aging Services Administrator from Monroe County Office for the Aging, William McDonald, Executive Director of Medical Motor Service of Rochester and Monroe County, Inc., and Stephen Rosa, STAR Program Supervisor from Catholic Family Center, presented at the March Breakfast meeting on the crucial topic of transportation for the elderly. Transportation Access (TRAC) was explained. This is a collaboration of Medical Motor Services, Eldersource/NY Connects, Catholic Family Center, Lifespan, Monroe County Office for the Aging, and Greater Rochester Health Foundation. The result of this collaborative effort is a convenient, centralized referral phone number for seniors' transportation needs. The number is 585-325-2800.



Grandma's Helpers A.K.A. Grapettes rockin' about movin'

### Business Card Winners



Chris Gauvin of Companion Care of Rochester and Carol McDermott of Touching Hearts at Home, winners of the free business card ads in the GRAPEvine

### March Luncheon Meeting

Tony Elwood was the presenter for the G.R.A.P.E. March luncheon event entitled "Avoiding Negligent or Catastrophic Hires."

He discussed the benefits of having a third party administrator overseeing the process in order to ensure that best practices are followed. Mr. Elwood indicated any company engaged for this purpose should be licensed and should have investigators on staff.

He discussed the related implications resulting from President Obama's mandates related to Medicaid and Medicare.

A number of interesting questions were posed to Mr. Elwood at the conclusion of his formal presentation.

## Board of Directors and Contact Information:

<b>President</b>	<b>Matt Tonsich</b> <a href="mailto:gmhc@hiltoneast.com">gmhc@hiltoneast.com</a>
<b>President-Elect</b>	<b>Ellen O'Reilly</b> <a href="mailto:egoreilly@gmail.com">egoreilly@gmail.com</a>
<b>Vice President</b>	<b>Kathy Scott</b> <a href="mailto:kscottbi@gmail.com">kscottbi@gmail.com</a>
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<b>At-Large Members</b>	<b>Bill Beideck</b> <a href="mailto:bbeidick@monroeambulance.com">bbeidick@monroeambulance.com</a> <b>Kim Kenna</b> <a href="mailto:kkenna@rochester.rr.com">kkenna@rochester.rr.com</a> <b>Lisa Gabel</b> <a href="mailto:Lisa.gabel@lifetimecare.org">Lisa.gabel@lifetimecare.org</a> <b>Stacey Rowe</b> <a href="mailto:srowe@seniorlifestyle.com">srowe@seniorlifestyle.com</a>

## Committee Chairs and Contact Information:

<b>Advocacy:</b>	<b>Paul Ryan</b> <a href="mailto:pjscuba@frontiernet.net">pjscuba@frontiernet.net</a>
<b>Annual Dinner:</b>	<b>Kim Arnold &amp; Julie Merton</b> <a href="mailto:perintonpark-md@emeritus.com">perintonpark-md@emeritus.com</a> <a href="mailto:westsidemanorrochester-crd@emeritus.com">westsidemanorrochester-crd@emeritus.com</a>
<b>Budget &amp; Finance:</b>	<b>David Sadowsky</b> <a href="mailto:dsadowsky@homechex.com">dsadowsky@homechex.com</a>
<b>Business Development:</b>	<b>Ellen O'Reilly</b> <a href="mailto:egoreilly@gmail.com">egoreilly@gmail.com</a>
<b>By-Laws:</b>	<b>Lisa Arrington</b> <a href="mailto:larrington@lacykatzen.com">larrington@lacykatzen.com</a>
<b>Marketing:</b>	<b>Carol McDermott</b> <a href="mailto:tandcmcd@aol.com">tandcmcd@aol.com</a>
<b>Membership:</b>	<b>Madelyn McCarthy &amp; Kathy Scott</b> <a href="mailto:mmccarthy@upstatehomecare.com">mmccarthy@upstatehomecare.com</a> <a href="mailto:kscottbi@gmail.com">kscottbi@gmail.com</a>
<b>Newsletter:</b>	<b>Gabriel Geiger</b> <a href="mailto:ggeiger@lifespans-roch.org">ggeiger@lifespans-roch.org</a>
<b>Nominating:</b>	<b>Courtney McGinness</b> <a href="mailto:mccinness@episcopalseniorlife.org">mccinness@episcopalseniorlife.org</a>
<b>Program:</b>	<b>Adam Fabrizi</b> <a href="mailto:adam.fabrizi@southsidemedicalsupply.com">adam.fabrizi@southsidemedicalsupply.com</a>
<b>Services Directory:</b>	<b>Connie Craig</b> <a href="mailto:conniecraig179@yahoo.com">conniecraig179@yahoo.com</a>
<b>Senior Housing Alliance:</b>	<b>Colleen Ussia &amp; Tom Harner</b> <a href="mailto:cussia@unityhealth.org">cussia@unityhealth.org</a> <a href="mailto:tharner@peregrine-companies.com">tharner@peregrine-companies.com</a>

# WANTED

## ARE YOU ON A COMMITTEE?

If not, the Membership Committee needs you!

Those interested, please contact The G.R.A.P.E. Office 256-4351.



## Sponsorship Opportunities

**\$35** = GRAPEvine newsletter, business card size ad, FOR MEMBERS

**\$40** = set of member mailing labels

**\$50** = GRAPEvine newsletter, business card size ad, FOR NON-MEMBERS

**\$125** = Front Page Sponsor

**\$175** = Front Page Sponsor FOR NON-MEMBERS

**\$125** = Program Sponsor for Monthly Membership Breakfast and Luncheon Meetings

See page 12 for ad specifications

# Upcoming Meetings

[www.grapelder.org](http://www.grapelder.org)

## UPCOMING COMMITTEE MEETINGS:

**Senior Housing Alliance**                      **April 2, 2010**  
8:00 am Legacy Clover Blossom 100 McAuley Dr

**Budget & Finance**                              **April 6, 2010**  
8:30 am G.R.A.P.E. Office, 100 McAuley Dr @  
Legacy Clover Blossom

**Advocacy Committee**                          **April 7, 2010**  
12 Noon Monroe Community Hospital, 435 E. Henrietta Rd

**Business Development**                      **April 7, 2010**  
8:15 am G.R.A.P.E. Office, 100 McAuley Dr @  
Legacy Clover Blossom

**Program Committee**                            **April 8, 2010**  
8:15 am The Highlands of Pittsford, 500 Hahnemann Trail

**Annual Dinner Committee**                  **April 9, 2010**  
8:30 am Cracker Barrel Restaurant, Hylan Dr.

**Board of Directors**                            **April 13, 2010**  
8:15 am G.R.A.P.E. Office, 100 McAuley Dr. @  
Legacy Clover Blossom

**Marketing Committee**                         **April 14, 2010**  
8:30 am Bagel Bin, Twelve Corners

**Services Directory Committee** **April 20, 2010**  
8:30 am G.R.A.P.E. Office, 100 McAuley Dr @  
Legacy Clover Blossom

**Membership Committee**                      **April 28, 2010**  
8:30 am G.R.A.P.E. Office, 100 McAuley Dr @  
Legacy Clover Blossom

**Newsletter Committee**                        **April 30, 2010**  
9:00 am G.R.A.P.E. Office, 100 McAuley Dr @  
Legacy Clover Blossom

## \*\*\*\*\*MEMBERSHIP ALERT\*\*\*\*\*

New G.R.A.P.E. Consumer Guides. Be sure your Provider Information is included and up to date.  
**This is your responsibility. IT'S NOT TOO LATE!**

Please follow the instructions below to access your Provider Profile. Go to: [www.grapelder.org](http://www.grapelder.org) Provider Login: Username (this is the email that you provided to the G.R.A.P.E. Office) Password: n3tw0rk (that is a zero not a capital O, and this is the generic password). If you have changed the password please use your personal password. The G.R.A.P.E. Office does not have access to encrypted passwords.

A page will come up stating you have successfully logged into your provider profile. Fill in the box that describes your services. This is what consumers and providers will see when they click on your site. You want to be specific, but please do not advertise (EX: I am the BEST whatever in Monroe County). Also, check and correct or add to the contact information.

Look at the Functions section (Function=Services). This will be the services under which you are listed in the Guide and in the on-line Services Directory. Take a good look at the choices to see if any of them fit your services. If you want any changes in your function listings please e-mail the Services Directory Chair, Connie Craig at [conniecraig179@yahoo.com](mailto:conniecraig179@yahoo.com).

Please note: You will not be able to make a function change on your own, it must go through the committee.

## Submit your photos of G.R.A.P.E. Events

ALL submissions must be clear.  
We reserve the right to refuse any item for publication in the newsletter.

Please submit as a PDF or JPG format at least 200 dpi.

Ad copy should be submitted in full color in PDF or JPG format at 300 dpi.

Front Page Sponsor ad  
measures 7.25" x 3.75"

Half Page Sponsor ad  
measures 7.25" x 5"

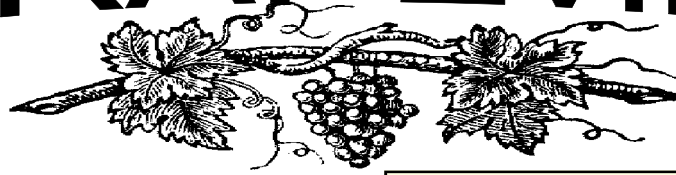
Business Card Sponsor ad  
Measures 3.25" x 2"

**Make 2010 your best yet!**  
**Volunteer to serve**  
**on a committee.**

The GRAPEvine is the official publication of the Greater Rochester Area Partnership for the Elderly. It is published by the G.R.A.P.E. Board of Directors to communicate appropriate G.R.A.P.E. business, decisions and positions, and to keep membership informed about aging-related issues.

[www.grapelder.org](http://www.grapelder.org)

# GRAPEvine



G.R.A.P.E. is an organization of professionals and interested persons who aspire to improve the quality of services for older people. We accomplish this by sharing expertise, knowledge and skills, and by acting as their advocates in ways deemed appropriate by the membership. G.R.A.P.E. seeks to foster a sense of camaraderie among professionals; provide high-quality education and training; influence social and public policies and facilitate debate about emerging issues; and compile and disseminate an accurate and up-to-date listing of elder services in the Greater Rochester area.



100 McAuley Drive, Suite 2000  
Rochester, New York 14610  
(585) 256-4351; fax (585) 256-4352  
[info@grapelder.org](mailto:info@grapelder.org)  
<http://www.grapelder.org>

Editorial Group

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Lifespan

**Debbie Bernacki**  
Happier at Home

**Lauren Wentis**  
MetLife Financial Group

**Kelly Allen**  
**Layout and Design**  
Legacy at Clover Blossom

**Kim Kenna**  
Comfort Keepers

**Kathleen Krauss**  
**Executive Director**

G.R.A.P.E. members are encouraged to submit ideas, pictures and articles, with subjects relating to elder care. We also solicit calendar events, announcements, and employment opportunities. Pictures should be submitted digitally to the G.R.A.P.E. office. Articles are subject to revision by the GRAPEvine Newsletter Committee. Please do not include politics, religion, or advertising in your submission. We are not responsible for errors or omissions. The information provided here does not constitute legal advice. Opinions and viewpoints expressed here do not necessarily reflect those of G.R.A.P.E. or its membership. Items for the newsletter must be submitted no later than the 20th of the month. Items may be submitted to the G.R.A.P.E. office at [info@grapelder.org](mailto:info@grapelder.org). We have the right to determine the size of the image and cannot guarantee its quality. All images should be clear.

**Editorial Policy:** G.R.A.P.E. welcomes items consistent with the mission of G.R.A.P.E. Items should be informational in nature, and of general interest to the membership. In general, content should pertain to aging-related issues that affect members or the aging populations they serve. G.R.A.P.E. does not accept or distribute items that contain advertising, or which are promotional in nature, with the exception of purchased advertisements.