

# GRAPEvine



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

DECEMBER 2009

## IN THIS ISSUE

PRESIDENT'S MESSAGE

FOOD DRIVE

WELCOME NEW MEMBERS

SPONSOR OPPORTUNITIES

DECEMBER AND  
JANUARY  
MEETING DATES

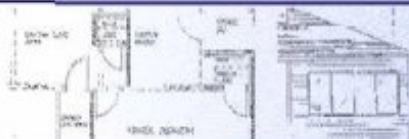
UPCOMING EVENTS



Over 94,000 men, women and children turn to Foodlink for food assistance every year.



G.R.A.P.E is working with Foodlink to help fill our community food shelves. Please bring one or two non-perishable food items to our December 16th breakfast membership meeting. We will collect items for those in need. Let's help those less fortunate this holiday season. One or two non-perishable items will help more than you realize!



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# President's Message

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



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

Happy Holidays! I can't believe how fast 2009 came and went. If you are traveling for the holidays, or just enjoying the snow here, I wish you a safe and joyful time with family and friends.

This month we will have a small agenda of items to discuss. We will have our breakfast meeting at The Briarwood at St. John's Meadows on December 16<sup>th</sup> at 8 am. I hope everyone can make it. We have a fun topic of speed networking with a veteran guest speaker who will show us how to do it right. We will not have our monthly lunch meeting in December due to the Holidays.

I also wanted to mention that G.R.A.P.E. is always looking for program, location, and GRAPEvine sponsors. With G.R.A.P.E. boasting more than 300 members in our local Hospitals, Nursing Homes, Assisted Livings, and practically everyone else that delivers eldercare in the community, you can bet it will be worth it for your company to advertise and best of all it helps our organization out.

On a final note, what are your New Years resolutions? Do you plan on exercising more frequently, giving up caffeinated products, or is this year the year you learn to tango? Whatever the plan is, I hope you add joining a committee and getting more involved in G.R.A.P.E. Just like everything in life, the more you put in, the more you will get out!

*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)*



**No December Luncheon Meeting  
Happy Holidays**

# Membership

Membership Year: July 1st – June 30th  
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

Denise Gasbarrone  
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Rochester, NY 14616  
585-865-0680

[dgasbarrone@legacyparkcrescent.com](mailto:dgasbarrone@legacyparkcrescent.com)

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Interim Health Care  
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Rochester, NY 14604  
585-454-4930

[ebanser@interimhealthcare.com](mailto:ebanser@interimhealthcare.com)

Lori Woolston  
DePaul  
Woodcrest Commons  
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Henrietta, NY 14467  
585-334-1800

[lwoolston@depaul.org](mailto:lwoolston@depaul.org)

Karol Bellizia  
A Place For Mom  
866-886-8856

[karolb@aplaceformom.com](mailto:karolb@aplaceformom.com)

Karen Lee  
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1175 Monroe Avenue  
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585-442-0450

[klee@compcaenet.com](mailto:klee@compcaenet.com)

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[kthompson@depaul.org](mailto:kthompson@depaul.org)



## 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)



**“Just one and You’re Done!”  
And you don’t have to attend one single meeting!**

Everyone knows someone that they can ask for a donation.  
Your own Company or Business.

Your favorite restaurant, or auto service station, or your Doctor! An item can be as small as a gift card to a restaurant or shop. A basket with wines and cheese.

A large item or basket or a basket of items worth more than \$100.

*The Annual Dinner Committee* needs your help to obtain donation items for the silent auction and Chinese raffle. *The More items we have, the more money we can raise.*  
*Just one item can make a big difference.* Every Item helps us raise funds!

Remember, you don’t have to attend meetings to help us. Contact Kim Arnold or Julie Merton to be placed on the email list for updates and minutes. They need help to solicit items for the auctions, stuffing invitation envelopes, volunteer a few hours in May to put together baskets, sit at the pre-registration table during a G.R.A.P.E. breakfast or lunch or at the Annual Dinner Table, etc.

Thank you for your help and support in advance!

## Senior Housing Alliance

The Senior Housing Alliance will next meet on Friday, December 4th @ 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. December’s meeting will be hosted by the Gables at Brighton, located at 2001 South Clinton Avenue.

This month’s meeting will cover a variety of topics. Our speaker at 9am will be Cindy Steltz from Lifespan who will talk about "Caring for the caregiver". In addition we will discuss the final details for the competitive analysis.

Bring your 2010 rates to the next meeting!

Colleen Ussia (Village at Unity) and Tom Harner (Crimson Ridge Gardens) serve as this year’s co-chairs for the alliance. We are now asking for RSVP’s for each meeting, in order to help host communities better prepare. You can secure your seat by calling Tom Harner (585-720-9310) or by reaching him on email ([tharner@peregrine-companies.com](mailto:tharner@peregrine-companies.com)). We hope to see you on December 4th!

## Annual Dinner Committee

The next meeting will be held at *The Cracker Barrel on Hylan Dr. in Henrietta, Friday, December 11 at 9:00 am.*

Anyone interested in working with this committee can attend this meeting, or e-mail Julie Merton at [westsidemanorrochester-crd@emeritus.com](mailto:westsidemanorrochester-crd@emeritus.com), or e-mail Kim Arnold at [perintonpark-md@emeritus.com](mailto:perintonpark-md@emeritus.com). Can’t make the meeting, but still want to help? Contact Kim or Julie and they will tell you how you can help without attending meetings. Their phone numbers: Julie (585) 225-7210, Kim (585) 402-0828

Thank you in advance for volunteering for the Annual Dinner Committee. See you for breakfast.



**George W. Kauffman and Lucia Siena**  
Financial Advisors  
135 Corporate Wood, Suite 320  
Rochester, NY 14623  
(585) 436-4510  
[gwkauffman@wradvisors.com](mailto:gwkauffman@wradvisors.com)



## Mark your Calendar For the December G.R.A.P.E. MEMBERSHIP BREAKFAST MEETING

Wednesday, December 16, 2009

8:00 to 8:30 am - Networking

8:30 to 9:30 am - Program

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

**Presented By:** Jodi Perri, President  
Greece Chamber of Commerce

**Topic:** Speed Networking

**Sponsored by:** Paris Kirwan Associates, Inc.

**REMEMBER  
YOUR  
FOOD  
ITEMS!**



Are you tired of ordinary networking events? One of the most interesting forms of networking today is called "speed networking". Jodie Perry, President & CEO of the Greece Chamber of Commerce will be on hand to take you through the speed networking process. She'll cover everything from how to make an impression to making lasting contacts for your business. This is an interactive presentation and you will have the opportunity to do some speed networking of your own. Bring your business cards and your sense of humor with you!



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**Mark your Calendar For the JANUARY G.R.A.P.E.  
MEMBERSHIP BREAKFAST MEETING**

Wednesday, January 20, 2010

8:00 am to 8:30 am - Networking

8:30 am to 9:30 am - Program

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

**Presented By:** Silvia Sorensen, Ph.D.  
University of Rochester

**Topic:** Macular Degeneration and Its Effect  
on the Elderly

**Sponsored by:** Albright Remodeling

**Mark your Calendar For the JANUARY G.R.A.P.E.  
MEMBERSHIP LUNCHEON MEETING**

Tuesday, January 26, 2010

11:30 am to 12:00 pm - Networking

12:00 pm to 1:30m - Program

**Location:** TBD

**Presented By:** Barbara Bruce

**Topic:** Brain Fitness

**Sponsored by:** TBD.

### November Breakfast Meeting

An interesting and enlightening presentation on the H1N1 Virus was given at the November 11th GRAPE breakfast meeting by Donna Tortorelli. Donna indicated that each and every one of us will be affected by the Swine Flu in that we will either contract it ourselves, will have to care for seniors or family members who contract it, or we will have to cover for staff who cannot and should not come to work ill with it. She described a sequence of three important fronts in dealing with H1N1: Prevention, Planning, and Action. She explained how this flu is different from other "seasonal" flu. The H1N1 flu is pandemic, meaning it has spread worldwide, and it began early in the year in April as opposed to mid or late November. In addition, it has continued to gain momentum. Symptoms can often include fever, sore throat, shortness of breath, vomiting and diarrhea, and general malaise. Death can occasionally be an outcome from the H1N1 due to respiratory and/or septic issues. Although pregnant women, individuals between the ages of 6 months and 24 years, and those with chronic health issues/immuno-suppression have been targeted to receive the first available vaccine, those of us working with seniors should be informed and be proactive. This is the case since this flu is highly contagious (many seniors are in congregate housing) and it is more than likely to hit those with chronic health issues (the situation for many of our elderly). An array of germane and helpful articles was included in her hand-out. Donna indicated that if you have questions about the H1N1, you can contact the Health Department or go to [www.flulocators.org](http://www.flulocators.org).



Donna Tortoretti (left), of Workplace Vitaity, speaker and Sarah Klimasewski (right) from Hart Hearing Centers, sponsor.

### November Luncheon Meeting



Thank you to Paul Ryan, Legacy Erie Station and Steve Newcomb, Monroe County Office for the Aging for "pitch hitting" for Greg Olsen who was unable to attend the Listen In due to illness.

Our pitch hitters for Greg Olsen did an outstanding job on short notice.

Paul Ryan spoke about the importance of the survey that attendees received and were asked to complete at the luncheon. The survey will continue to be handed out at G.R.A.P.E. meetings for completion with the intent that it will be evaluated and refined on an ongoing basis by the Advocacy Committee. The survey will then be used as a reference for potential testimony that will be given at the Legislative Town Hall Meeting on February 5<sup>th</sup>, 2010

Steve Newcomb aptly presented information of interest relating to the NYS budget. He first described the workings of the Department of Human Services for the Aging. Overall, this agency is involved in funding, operating, and coordinating an array of services for the elderly including aspects of Lifespan, Catholic Family Services, Eldersource, Title Five, EISEP,

transportation efforts, nutrition efforts, etc. He described the transportation white paper and subsequent \$120,000 Health Foundation grant secured to implement the "United We Ride" effort. He spoke of the 5% budget reduction proposed by the NYS Executive Office. This 3.1 billion dollar NYS reduction would result in a 5.4 million dollar Monroe County reduction. He indicated it would be necessary to do more with less, making collaboration of services essential. He made reference to three informative sources, one dealing with transportation, another dealing with the demographics of the Monroe County elderly, and, lastly, the "Health Policy Briefing" available by googling the Roberts Wood Johnson Foundation.

## Board of Directors and Contact Information:

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<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>



## 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

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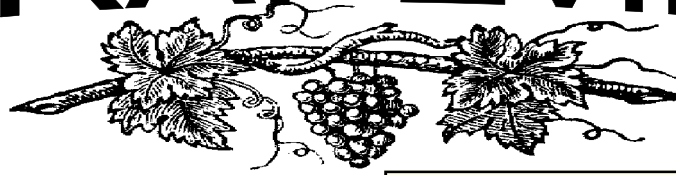
See page 9 for ad specifications



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.



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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.