

GRAPEvine



JUNE 2010

www.grapelder.org

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PRESIDENT'S MESSAGE

WELCOME NEW MEMBERS

**SUMMER BREAKFAST
MEETING DATES**

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325 G.R.A.P.E. Members

**80 members volunteer on a committee
are you one of them?**

Just one or two hours of your time each month is
all it takes to serve on a committee.

Committee meetings will start in September.

Start the year off right and join a committee.
You will be surprised at the fun you will have
and the great people you will meet.



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President's Message

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

Thank you for the opportunity for serving as your G.R.A.P.E. President. My term is half over, and looking back I am proud of the accomplishments that our organization has made over the year. I am very excited to see what is in store for us in the future. I have truly learned a lot.

I wanted to commend Kathleen Krauss our Executive Director for a job well done. She has been the foundation of this organization ever since she came on board. She has actively attended almost every committee meeting which helped streamline the efforts of all of our committees as well as increasing the communication of our organization as a whole. Kathleen has proven successful in implementing our mission statement of building camaraderie among professionals, providing high-quality education and training, and influencing social and public policies.

As you are all aware, G.R.A.P.E.'s membership year ends June 30th. The organizational meetings commence once again in September. This year G.R.A.P.E. will be doing something different based on feedback from our members. The Breakfast Meetings will continue during July and August. The meetings will be held July 21st at Clare Bridge of Perinton and August 18th at Baywinde. The summer meetings will be much more casual with open networking from 8:00 – 9:00 a.m. The meetings will be held outside weather permitting and continental breakfast will be served. This will keep the continuity of the Breakfast Meetings and give members a chance to meet and mingle in a relaxed atmosphere. We hope that you will mark your calendars and join us at these two locations.

I wanted to thank the Annual Dinner Committee and all of the companies that have helped our organization by contributing and/or sponsoring this event. As you know, this is our largest fund raiser for the year and it's great to see that we have already exceeded sponsorship proceeds for this year.

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

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

www.grapelder.org

Welcome New Members

Laurie Miraglia
Senior's Choice Care Management
424 Pellet Rd
Webster, NY 14580
585-944-9010

lauriemiraglia@rochester.rr.com

Maureen Murphy
Lifespan
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Rochester, NY 14618
585-244-8400

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Mary Rose McBride
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585-227-8750

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Marisa Feeley
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509 Spencerport Rd
Rochester, NY 14606
585-227-8750

anettin@westsidemedicalchairs.com

Mimi Bommelje
St. John's Home
150 Highland Ave
Rochester, NY 14620
585-760-1294

mbommelje@stjohnsliving.org

Ginny Tortorici
Ashton Place
190 Ashton Court
Clifton Springs, NY 14432
800-819-5791

gtortorici@ashtonplaceny.com

Robert Favitta
BSL Direct Sales, Inc.
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Rochester, NY 14620
585-771-0179

Roberta@bsldirectsales.com

Mark Agor
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25 Bermar Park
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585-429-6270

timstrim@yahoo.com

Paula Kauffman
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Puravair-air Purification
27 E. Lake Rd
Cohocton, NY 14826
585-425-7284

kauffman@rochester.rr.com

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Thank You to all of our 2010 Volunteers.

Adam Fabrizi
Aileen Fornuto
Alison Jones
Alyssa McNichols
Ann Julien
Anne Marie Hurley
Ashley Greenman
Bill Armbruster
Bill Reeves
Bob Weston
Bobbie Goodridge
Carol McDermott
Chris Gauvin
Chris Schaller
Christine Stuhler
Claudia Tuckey
Colleen Ussia
Connie Craig
Cora Sprague
Courtney McGinness
David Sadowsky
David Steitz
Deborah Bernacki
Deborah Cardillo
Diane Rehse
Ellen O'Reilly
Frank Mastrella
Gabe Geiger
George Kauffman
Glen Cone
Jacqueline Bell
James Birch
James Horn
Jeanne Jones
Joanne Glover
Julie Merton
Karen Kremer
Karen Witkovicz
Kathleen Allen
Kathleen Dever
Kathy Scott

Kelly Allen
Kevin Curley
Kim Arnold
Kim Kenna
Kim Vogt
Kristen Treadway
Lauren Wentis
Lisa Arrington
Lorre Anderson
Lynn Pierce
Madelyn McCarthy
Margot Long
Mary Walker
Mary Ellen DeReu
Matt Tonsich
Matt Whitcomb
Mike King
Mollie Traub
Myron Kowal
Pam Trompeter
Paul Caccamise
Paul Richardson
Paul Ryan
Paula Casselman
Paula Kazmierczak
Rebecca Johnson
Rene Barnes
Renee Elwood
Rick Vogelzang
Sara Klimasewski
Sequetta Sweet
Sharon Vincent
Steve Newcomb
Susan Barnes
Susan White
Theresa Downham
Tom Harner
Vesna Parks
Will Irwin

Annual Dinner Committee

SAVE THE DATE!

June 2, 2010

18th G.R.A.P.E. Annual Dinner

Burgundy Basin Inn

Workshop: 3:30 to 5:00 p.m.

Creating Home: The Revolution In Eldercare

Speaker: Rose Marie Fagan, Co-Founder, Pioneer Network

Reception, Silent Auction and Chinese Raffle 5:00 to 6:00 p.m.

Dinner 6:00 to 8:00 p.m.

Moderator, Adam Fabrizi, G.R.A.P.E. Program Chair

Keynote Speaker, Sandra Parker, President and CEO, Rochester Business Alliance

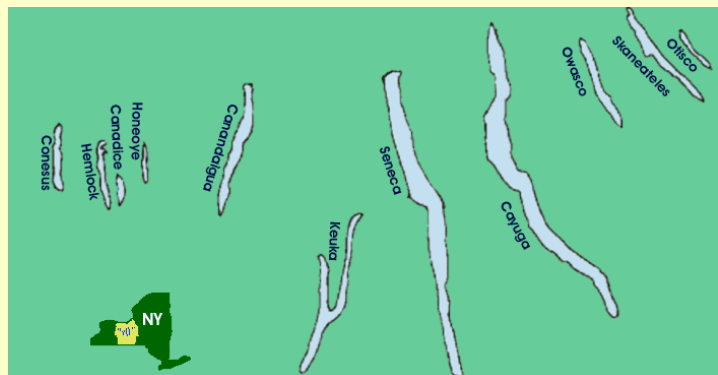


**Can you name all of the
Finger Lakes?**

There are eleven total.

Most people think there are only five.

Visit one this summer!





Mark your Calendar Membership Breakfast Meetings to continue For July & August

Come and meet, greet and mingle with fellow G.R.A.P.E. Members in a casual atmosphere!

By members request, G.R.A.P.E will continue the membership Breakfast meetings during July and August.



Wednesday, July 21, 2010

Place: Clare Bridge of Perinton

8:00am - 9:00am

Continental Breakfast will be served outside, weather permitting. Come and network with fellow G.R.A.P.E. Members in a casual summer fun atmosphere



Wednesday, August 18, 2010

Place: Baywinde

8:00am - 9:00am

Continental Breakfast will be served outside, weather permitting. Come and network with fellow G.R.A.P.E. Members in a casual summer fun atmosphere

Young At Heart Chorus to perform at Auditorium Theatre

Seniors give new meaning to rock 'n roll! Current performers range in age from 73 to 89. The chorus will charm you with songs from Jimmy Hendrix's Purple Haze to the very appropriate Stayin' Alive.

Geva Theatre presents at the Auditorium Theatre

Thursday, July 8th 7:30 p.m.

Tickets \$55 and \$45

Call Geva Theatre box office for tickets 232-Geva



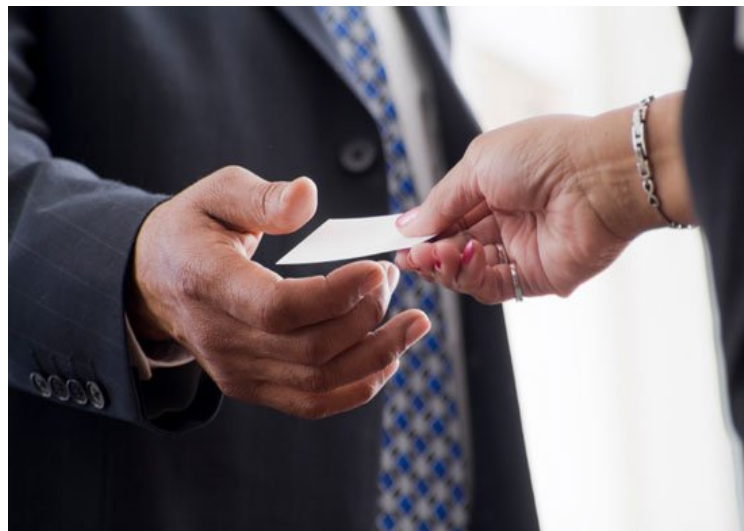
Here's My Card

The GRAPEvine: JUNE 2010

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May Breakfast Meeting

Art Mason, CSW, Director of the Elder Abuse Prevention Program from LIFESPAN of Greater Rochester, spoke on the topic of "Elder Mistreatment: An Emerging Social Issue." Mr. Mason explained a preference for the term "elder mistreatment" because it has a wider, more all-inclusive meaning. He discussed the evolution of the perception of elder mistreatment from solely a stressed caregiver abusing to now a more complex understanding that is reflective of today's society. Today's perception includes mistreatment by stressed caregivers too, but also other scenarios including domestic violence with either spouse abusing, adult children abusing, and abusing by those with drug, alcohol, untreated mental health or gambling issues. He explained how 52% of the elderly live in nine states, with New York being the third largest state with the most elderly. He also described a 1999 study that showed a 62% rise in elder mistreatment in just three years. He shared that in 90% of all cases the perpetrator is a family member. Mr. Mason also discussed some legislation related to the topic such as the Elder Justice Act, the Power of Attorney Law, Granny's Law, and Kathy's law, and discussed the difference between the Elder Abuse Prevention Program and Adult Protective Services.

May Luncheon Meeting

At the May 25th G.R.A.P.E. luncheon meeting Jodie A. Perry, President and CEO of the Greece Chamber of Commerce, gave a presentation entitled "Cut to the Chase: Creating an Interesting Elevator Introduction." She discussed the definition of an elevator speech and also explained good components of one. She further explained the difference between the features and benefits of a business and how concentrating on sharing benefits may be most beneficial. She helpfully gave examples and compared mundane versus more captivating elevator speeches. There was time for each individual to develop their own speech and there was plenty of time for hands-on practice while networking. If you missed this one, you miss a good one!

Fun Facts!



Over 4 Billion Gallons of Ice Cream are eaten each year world wide



Over 10 Million hot dogs are eaten each year



Over 150 million tons of hamburgers are eaten each year



Things to do this summer

Visit a museum, Eat Watermelon, Go Camping, Swim at the Beach, Visit a Theme Park

Contact

The GRAPEvine: JUNE 2010

www.grapelder.org

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At-Large Members	Bill Beideck bbeidick@monroeambulance.com Kim Kenna kkenna@comfortkeepers.com Lisa Gabel Lisa.gabel@lifetimecare.org Stacey Rowe srowe@seniorlifestyle.com

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Annual Dinner:	Kim Arnold & Julie Merton perintonpark-md@emeritus.com westsidemanorrochester-crd@emeritus.com
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Services Directory:	Connie Craig conniecraig179@yahoo.com
Senior Housing Alliance:	Colleen Ussia & Tom Harner cussia@unityhealth.org tharner@peregrine-companies.com

**ARE YOU ON A
COMMITTEE?**

If not,
We need 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 9 for ad specifications

*******MEMBERSHIP ALERT*******

UPCOMING COMMITTEE MEETINGS:

**No committee meetings
for the Summer!**

**Volunteers needed to
serve on
committees in the fall.**

**Call the G.R.A.P.E
Office for details.**

256-4351

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 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 service 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.

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
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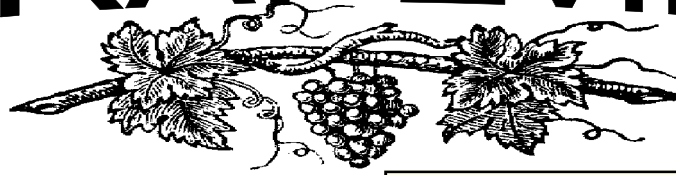
Business Card Sponsor ad
measures 3.25" x 2"

**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

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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MetLife Financial Group

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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. 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.