

GRAPEvine



www.grapelder.org

JANUARY 2010

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



FACT CORNER:

47,000 adults age 65 and older are treated in Emergency Departments annually for fall injuries related to walkers and canes.

Fractures are the most common injury;
one in three injuries require hospitalization.

In New York State there are 2,572,196 people age 65 and older

Chronic diseases such as asthma, cancer, diabetes, heart disease and stroke are the leading causes of disability and death in the United States.

These diseases account for seven of every ten deaths.



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President's Message

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

Welcome to the twenty-tens. A new year, a new decade, and we have an exciting year ahead of us for G.R.A.P.E. Through our mission of education, advocacy, and networking, we are planning the most appealing year yet. The attendance for the upcoming **Legislative Town Hall Meeting on February 5th** will be the biggest gathering we have seen to date. Reserve your seat now by registering through the G.R.A.P.E. website. Register for this event by going to the G.R.A.P.E. web site. We are in the process of solidifying funds through grants and donations to print our community Consumer Guide to Elder Services. We have a team of individuals making great strides in marketing and enhancing our website. In addition to all of these opportunities, you should have seen the energy in the room at our last breakfast meeting that had everyone networking and exchanging business cards like never before. It's amazing how much G.R.A.P.E. has to offer.

Here are some of the benefits of being a G.R.A.P.E. member:

- a continental breakfast served at The Briarwood our host site, and a sit down lunch once a month at a local independent or assisted living facility accompanied with an informative speaker
- access to the website including the opportunity to market events, relevant photos, and job opportunities
- access to G.R.A.P.E. Consumer's Guide to Elder Services for your organization's clients
- 12 committees you can join to get to know members better and help grow G.R.A.P.E.
- Advocacy events that connect our organization with legislation

Now that the holidays are over, we have a full schedule planned. To welcome everyone back, we will have our breakfast meeting at The Briarwood, St. John's Meadows on January 20th, at 8 am. Also, plan on jumping on the website to solidify your spot for the January 26th lunch starting at 11:30am held at The Gables.

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

CORRECTION FROM THE NOVEMBER LUNCHEON MEETING

The proposed 3.1 billion dollar NY State mid-year budget cut could have decreased the New York State Office for the Aging's budget by 5.4 million dollars, not the Monroe County Office for the Aging.

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

Elizabeth Stock
Penfield Place
1700 Penfield Road
Penfield, NY 14526
585-244-0410
estock@rohmservices.com

MaryAnne Shew
Business Vitality LLC
26 Woodfield Drive
Webster, NY 14580
585-787-1023
mashew@bizvitality.com

Debra Benson
Center for Disability Rights
497 State Street
Rochester, NY 14608
585-546-7510
dbenson@cdrnys.org

Tamara Stout
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1 Sinclair Drive
Pittsford, NY 14534
585-248-1135
tstout@cloverwood.org

Tammy O'Donoghue
Home Care of Rochester HCR
85 Metro Park
Rochester, NY 14623
585-295-6423
todonoghue@hcrhealth.com

Rebecca Narburgh
Alzheimer's Association
435 E. Henrietta Road
Rochester, NY 14620
585-760-5411
rebecca.narburgh@alz.org

Alison Jones
The Landing
90 West Avenue
Brockport, NY 14420
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landingatbrockport-crc@emeritius.com

Marge Whitney
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Rochester, NY 14620
585-271-0680
mwhitney@rhsc.org

Bill Reeves
NurseCore of Rochester
1302 Scottsville Rd.
Rochester, NY 14624
585-721-9780
breeves1@rochester.rr.com

Joann Glover
WorkFit Medical, LLC
1160 Chili Avenue, Suite 106
Rochester, NY 14624
585-247-9040
jglover@workfitmedical.com

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



New Delivery is Coming to the Newsletter!

Starting in January, you will receive notification by e-mail that the January issue of the GRAPEvine has been posted on the G.R.A.P.E. website for your viewing pleasure. There will be 2 ways to view the newsletter.

Go to the home page www.grapelder.org

and select Newsletter or

www.grapelder.org/Newsletter.aspx

which will take you directly to the newsletter.





The Marketing Committee will be sponsoring a social networking event on 3/11/2010 at MacGregor's on Empire Blvd. from 5:30pm– 7:30pm. Tickets are \$15.00 in advance and \$18.00 at the door. Cost includes hearty appetizers and there will be a cash bar. Bring your business cards, brochures and your networking skills!

Tickets will be available at the January & February breakfasts and luncheon meetings for those who wish to purchase tickets in advance.



Senior Housing Alliance

The Senior Housing Alliance will next meet on Friday, January 8th @ 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. January's meeting will be hosted by Chapel Oaks, located at 1500 Portland Ave. on the St. Ann's campus.

January's meeting will focus on the competitive analysis project as well as our next senior housing fair. Please be sure to bring your updated 2010 rates if your community is interested in participating. We will also discuss the layout of this document and are open to all suggestions and input. The Senior Housing Alliance's next housing fair will be held on January 20th at Unity Hospital, and time will be set aside during this meeting to make final preparations for the event.

Colleen Ussia (Village at Unity) and Tom Harner (Crimson Ridge Gardens) are 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 Colleen (585-723-7817) or by reaching her on email @ cussia@unityhealth.org. We hope to see you on January 8th!

Annual Dinner Committee

Just One and You're Done!! No meetings required. Help raise funds for G.R.A.P.E. through the Annual Dinner's silent auction and the Chinese Raffle by donating an item. The Annual Dinner is June 2 at the Burgundy Basin Inn. Tickets and Sponsorships for the Annual Dinner will start selling very soon. Donated items are needed.

Contact Kim Arnold, perintonpark-md@emeritus.com
425-0210,

Julie Merton westsidemanorrochester@emeritus.com
225-7210.

Next meeting is Friday, January 15, 2010 at 8:30am, at the Cracker Barrel on Hylan Dr in Henrietta.



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

*****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.

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

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

Wednesday, January 20, 2010

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: Silvia Sorensen, Ph.D.
Assistant Professor, Department of Psychiatry
University of Rochester

Topic: Macular Degeneration: Prevention, Coping and the
Psychological/Emotional Effects of
Vision Loss in Late Life

Sponsored by: Albright Remodeling

Vision loss is an important issue for older adults and the people who live, love, and work with them. Dr. Sorensen will discuss the main causes of vision loss in late life and their psychological consequences. She will share the most recent findings on how to prevent vision loss, along with some strategies on how to cope with vision loss. She will describe the Macular Degeneration and Aging Study and what it can do to help older adults live with macular degeneration.



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

Tuesday, January 26, 2010
11:30 am to 12:00 noon - Networking
12:00—1:30 pm - Program

Location: The Gables at Brighton
2001 South Clinton Ave

Presented By: Barbara Bruce
Successful Aging Facilitator

Topic: Top Ten Ways to Keep Your Brain Fit

Sponsored by: The Gables at Brighton

Everyone today seems concerned with loss of cognitive functioning, and it is evident in many of the older adults with whom we work. There are tried and tested ways to maintain brain fitness through behavioral modification. This will be an interactive and engaging presentation during which participants will learn tools and techniques to maintain brain fitness.



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

Wednesday, February 17, 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: Jeanne Jones
Retired G.R.A.P.E. Executive Director,
Former Liaison to the United Nations,
representing AARP and HelpAge International

Topic: When Populations Change....implications for the Aging

Sponsored by: TBD

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

Tuesday, February 23, 2010
11:30 am — 12:00 pm- Networking
12:00 pm—1:30 pm - Program

Location: Legacy at the Fairways, Victor, Ny
Sponsored by: Legacy at the Fairways



Are you looking for new ways to market your senior community?

The Program Committee has openings for breakfast and luncheon sponsorship.

Do you have the ability to accommodate 60-70 people for lunch?
There are many new G.R.A.P.E. members that would welcome an opportunity to visit your facility when attending the luncheon.

If you'd like to host a luncheon meeting, please contact Adam Fabrizi at (585) 770-2234 or adam.fabrizi@southsidemedicalsupply.com.

December Breakfast Meeting

What a fun and stimulating meeting was had at the December breakfast event! The topic was speed networking. Jodie A. Perry first reviewed networking tips and tricks in her presentation. Next, she described how all present would be involved in a speed networking experience. Then all members bustled about, partnering up for just several minutes with another person, where each shared information about themselves. Then, on to the next contact for another three minutes or so. It was a juicy event at G.R.A.P.E. Watch for details on the next speed networking meeting.



Kevin Curly of Paris Kirwan Associates, sponsor and Jodi Perry, President, Greece Chamber of Commerce, speaker.



Your picture here the next time!!!

Board of Directors and Contact Information:

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

Committee Chairs and Contact Information:

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Annual Dinner:	Kim Arnold & Julie Merton perintonpark-md@emeritus.com westsidemanorrochester-crd@emeritus.com
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Nominating:	Courtney McGinness mcginness@episcopalseniorlife.org
Program:	Adam Fabrizi adam.fabrizi@southsidemedicalsupply.com
Services Directory:	Connie Craig conniecraig179@yahoo.com
Senior Housing Alliance:	Colleen Ussia & Tom Harner cussia@unityhealth.org tharner@peregrine-companies.com



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

NEW!

\$175 = Front Page Sponsor
FOR NON-MEMBERS

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

See page 10 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

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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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.