

GRAPeVine



www.grapelder.org

MARCH 2010

IN THIS ISSUE

PRESIDENT'S MESSAGE

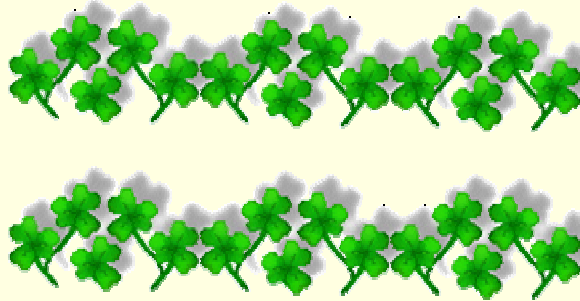
WELCOME NEW MEMBERS

COMMITTEE INFORMATION

SPONSOR OPPORTUNITIES

MARCH AND APRIL
MEETING DATES

UPCOMING EVENTS



The Marketing Committee will be sponsoring a social networking event on **March 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 on line, through member log in for those who wish to purchase tickets in advance....

<http://www.grapelder.org/MemberLogin.aspx>

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President's Message

www.grapelder.org



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



My President's message is normally filled with upcoming events, where they will be held, and what time to get there. Don't worry, I won't disappoint you. Loyal readers of this message, most likely take that information and do your best to attend. I rarely recap the events, but last month was amazing, so I must!

Our little G.R.A.P.E. organization is on the move. If you missed it, the Legislative Town Hall meeting was quite the success. This was the first year we had radio coverage from WXXI our PBS station, plus we had television coverage from YNN News Rochester, and of course that coverage was recapped on the internet. The community is starting to find out about the Education, Advocacy, and Networking that this organization is providing to our members and those we serve. Also, for those of you who missed it, G.R.A.P.E.'s Executive Director Emeritus, Jeanne Jones, was the presenter at the February breakfast.

As always, our breakfast meeting will be held at The Briarwood at 8 am on March 17th; please bring those business cards as we will once again have 15 minutes of speed networking prior to the meeting. Our lunch will be held at Baywinde in Webster at noon on March 23rd. Please be sure to sign up on the G.R.A.P.E. website. The Marketing Committee is also sponsoring a social networking event on March 11th at MacGregor's located on Empire Blvd., don't miss out on the festivities. Finally, our Annual Dinner is June 2nd. I can't believe how fast the G.R.A.P.E. year is going.

The Membership Committee is gearing up to start membership renewal. Remember the membership year runs from July 1st to June 30th and renewal notices will be forthcoming.

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

Aaron Horowitz
Integrated Safety & Response Solutions
1669 Lyell Avenue
Rochester NY 14606
585-327-7607
ahorowitz@monroeambulance.com

Krista Nichiporuk
Strong Health Geriatrics Group
435 E Henrietta Road
Rochester NY 14620
585-760-5460
krista_nichiporuk@urmc.rochester.edu

Wagner Dotto
55 Plus Magazine
P.O. Box 525
106 Cobblestone Drive
Victor NY 14564
585-421-8109
editor@gvhealthnews.com

Noah Wheeler
Morgan Estates
4588 Morgan View Road
Geneseo NY 14454
585-243-6000
whee5706@gmail.com

Rob Chamberlin
Home Care of Rochester (HCR)
85 Metro Park
Rochester, NY 14623
585-295-6409
rchamberlin@hcrhealth.com

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

Deb Litzenberger
Home Care of Rochester (HCR)
85 Metro Park
Rochester, NY 14623
585-295-6423
dlitzenberger@hcrhealth.com



Membership Application

Name: _____

Organization: _____

Program: _____

Address: _____

City, State, Zip: _____

E-Mail: _____

Phone: _____

Fax: _____

Type of Membership

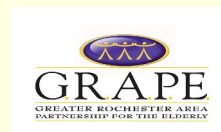
— **Professional**
Individual membership for.....\$85

— **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!

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 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.



Senior Housing Alliance

The Senior Housing Alliance will next meet on Friday, March 5th @ 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 March meeting will be hosted by Crimson Ridge Meadows, located at 3 Treeline Drive (off of Latta Road) in Greece.

March's meeting will focus on the on-going Competitive Analysis and Social Work Tool projects. In addition, we will take time to plan future meetings and additional initiatives for the remainder of the year.

Colleen Ussia (Village at Unity) and Tom Harner (Crimson Ridge Gardens) are this year's co-chairs for the alliance. To help our host communities better prepare, we are now asking for RSVP's for each meeting. 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 March 5th!

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. As 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 Kraus, Kim Arnold or Julie Merton.

Next meeting: March 12, at 9:00 am, at The G.R.A.P.E. office 100 McAuley Dr. @ Legacy Clover Blossom
Co-Chairs: Julie Merton, 225-7210 westsidemanorrochester@emeritus.com
Kim Arnold 425-0210 perintonpark-md@emeritus.com

Thank you in advance for your support!!



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

Wednesday, March 17, 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:** Steve Newcomb, Aging Services Administrator,
Monroe County Office for the Aging
William McDonald, Executive Director,
Medical Motor Service of Rochester and Monroe County, Inc.
Mary Kanerva, Director, Aging and Adult Services,
Catholic Family Center
- Topic:** Transportation Solutions: The TRAC Program
(Transportation Access for Seniors)
- Sponsored by:** Grandma's Helpers, LLC



Join us for an overview and update on the community collaboration in response to the ongoing need for transportation services for our area's senior population.



Life transitions, whether relocating to a new home or disbursing an estate, can be frustrating, confusing and just down right overwhelming!

Let the Relocation & Transition Specialists help!

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585-334-3544 or 585-330-7400

Grandma's Helpers, LLC attended the recent National Association of Senior Move Managers (NASMM) annual conference in Las Vegas, NV, where we were inducted into the NASMM Circle of Service. NASMM's Circle of Service designation celebrates NASMM members who have attained an elevated level of experience and expertise. The Circle of Service designation is awarded to NASMM veteran members who have been a NASMM member in good standing for a minimum of five years.



"Making decisions as to what to keep versus what to sell was not easy. Having someone to sit down and work with Mom (at her pace!!!) made all the difference between a chore and an enjoyable situation. I could tell by the way you work that Grandma's Helpers is much more than just a job ... You truly enjoy what you do and take pride in a satisfied customer."

E. S. - Penfield, NY





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

Tuesday, March 23, 2010

12:00 pm to 12:30 pm - Networking

12:30 pm to 1:30 pm - Program

- Location:** Baywinde
200 Kidd Castle Way, Webster
- Presented By:** Tony Elwood, C.E.O., Evolution Consulting
- Topic:** Avoiding Negligent or Catastrophic Hires
- Sponsored by:** Baywinde

Health care organizations should create well-defined best practice procedures to be followed for each new hire. By implementing and utilizing sound and comprehensive best practices, employers can meet compliance requirements, to perform proper due diligence in background screening, and protect themselves against liability from negligent hiring litigation. Come and learn why this is so important, and how to do it well.

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when I feel like I might need a helping hand, I know
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atBaywinde

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G.R.A.P.E. LUNCHEON ON MARCH 23RD, 2010 AT 12 PM!
PLEASE RSVP THROUGH THE WEBSITE AT WWW.GRAPELDER.ORG



BAYWINDE

A Senior Lifestyle Community



Castle Pointe at Baywinde
200 Kidd Castle Way
Webster, NY 14580
(585) 670-7300
www.seniorlifestyle.com





**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 Jackson, RN
- Topic:** Diabetes
- Sponsored by:** All Metro Health Care

**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
1471 Long Pond Road
- Presented By:** Allison Cubitt, Renal Social Worker
- Topic:** Kidney Dialysis
- Sponsored by:** Waddell and Reed

SAVE THE DATE!

Sex and Intimacy in Later Life

Thursday, March 25, 2010
9:00am - 3:30pm
Nazareth College - Otto A. Shults Community Center
Rochester, NY

Keynote Speaker: Mark Brennan, PhD

The conference will feature an interactive panel discussing topics ranging from freedom of expression in long term care, sexual assessment tools in clinical practice and HIV-AIDS in older adults.

You are invited to become a sponsor/exhibitor for this program. Exhibitor space is limited. Cost of sponsorship for this event is \$100. To reserve your space contact David W. Steitz, Ph.D at dsteitz4@naz.edu or call 585-389-2738 for sponsor/exhibitor registration form.

For more information contact:
Debora Fromm Faria, LCSW, ACSW (585) 395-5884
Jason Dauenhauer, Ph.D. MSW (585) 395-5506
David W. Steitz, PhD (585) 389-2738

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gwkauffman@wradvisors.com

February Breakfast Meeting

At the G.R.A.P.E. February Breakfast Jeanne Jones, our Executive Director Emeritus, gave a fascinating presentation entitled "When Populations Change... Implications for the Elderly." She shared what nations are emerging as countries with the highest populations of elderly. She also shared the notion that how elderly are regarded in each country is a complicated issue. As the world changes, so does the situation of the elderly. She discussed a variety of interesting influences that impact how the elderly are viewed, such as replacement migration, economic security, media images, climate change, disasters, etc. The Power Point from her presentation can be accessed on the G.R.A.P.E. website:

www.grapelder.org/events.aspx .



Jeanne Jones, G.R.A.P.E. Executive Director Emeritus, (Right) and Holly Cook, technical advisor and more importantly, Jeanne's daughter.

Legislative Town Hall Meeting February 5, 2010



Legislators listen to testimony from G.R.A.P.E. members during the Legislative Town Hall Meeting. This was the 8th successful Town Hall Meeting put on by G.R.A.P.E.

February Luncheon Meeting

At the February luncheon event Susan Bourne masterfully presented on culturally appropriate interaction with the elderly, taking over for Marie T. O'Toole who was unable to be present due to unexpected travel difficulties. Susan discussed how those dealing with people from diverse cultures should preserve individual cultural preferences whenever possible. She shared information on the topics of cultural awareness, knowledge, skill development, and cultural encounters, all toward the end goal of becoming culturally competent. She warned against the negative approach of stereotyping, as opposed to the more helpful approach of generalizing, always remembering that each elderly person is also a unique individual within their culture.

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
Treasurer	Christine Schaller cschaller@episcopalseniorlife.org
Secretary	Rene Barnes rbarnes@episcopalseniorlife.com
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:

Advocacy:	Paul Ryan pjscuba@frontiernet.net
Annual Dinner:	Kim Arnold & Julie Merton perintonpark-md@emeritus.com westsidemanorrochester-crd@emeritus.com
Budget & Finance:	David Sadowsky dsadowsky@homechex.com
Business Development:	Ellen O'Reilly egoreilly@gmail.com
By-Laws:	Lisa Arrington larrington@lacykatzen.com
Marketing:	Carol McDermott tandcmcd@aol.com
Membership:	Madelyn McCarthy & Kathy Scott mmcarthy@ultramobileimaging.com kscottbi@gmail.com
Newsletter:	Gabriel Geiger ggeiger@lifespan-roch.org
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

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 11 for ad specifications

Upcoming Meetings

www.grapelder.org

UPCOMING COMMITTEE MEETINGS:

Budget & Finance **March 2, 2010**

8:30 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Advocacy Committee **March 3, 2010**

12 Noon Monroe Community Hospital, 435 E. Henrietta Rd

Business Development **March 3, 2010**

8:15 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Senior Housing Alliance **March 5, 2010**

8:00 am Crimson Ridge Meadows, located at 3 Treeline Drive

Board of Directors **March 9, 2010**

8:15 am G.R.A.P.E. Office, 100 McAuley Dr. @
Legacy Clover Blossom

Marketing Committee **March 10, 2010**

8:30 am Bagel Bin, Twelve Corners

Program Committee **March 11, 2010**

8:15 am The Highlands of Pittsford, 500 Hahnemann Trail

Annual Dinner Committee **March 12, 2010**

9:00 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Services Directory Committee **March 16, 2010**

8:30 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Membership Committee **March 24, 2010**

8:30 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Newsletter Committee **March 25, 2010**

8:30 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 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.

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

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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info@grapelder.org
<http://www.grapelder.org>

Editorial Group

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Lauren Wentis
Met Life 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. 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.