

GRAPEvine



MAY 2010

www.grapelder.org

IN THIS ISSUE

PRESIDENT'S MESSAGE

WELCOME NEW MEMBERS

COMMITTEE INFORMATION

SPONSOR OPPORTUNITIES

BUSINESS CARD PAGE

UPCOMING EVENTS



NEWS FLASH!!!!!!!

The G.R.A.P.E. Office can now accept credit cards!

Members now have the ability to pay dues, invoices for events and purchase of those all important raffle tickets for the upcoming Annual Dinner by credit card.

Please note however that we will not accept credit card charges by voice mail. If you wish to pay by credit card, leave a message and someone from the office will get back to you.

- Rochester Home Builders Assoc. 2008 "Builder of the Year"
- Accessible Home Remodeling Since 1973
- Certified Aging-in-Place Specialist

A Universal Design shower includes a seat, waist-level controls, very low threshold, anti-scald valve and integral assist bars.

Albright Remodeling creates a comfortable, appealing, and supportive living environment.



ALBRIGHT REMODELING

accessible home remodeling for all ages

- For over thirty years, Albright Remodeling has always been, and always will be, a small, tightly run company with personal, on-the-job supervision by the owner.
- Our reputation brings eighty percent of our work through referrals from past customers or architects.
- Together with our experienced, dedicated team, Albright Remodeling not only meets, but exceeds, our customer's expectations.
- We provide true "one stop shopping" for all your home remodeling needs.

585.243.9797

www.AlbrightBuild.com

585.230.4280

President's Message

www.grapelder.org



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

The G.R.A.P.E. annual dinner usually means that we won't see each other for at least a few months during summer. However, for the summer of 2010 we are planning something new.

Two "networking only" breakfasts are planned at two local senior housing communities. We are hoping this will add value to the already very beneficial annual membership. We are also hoping that this will help everyone keep the relationships that they have formed. This means we won't have to miss out on seeing fellow members for two months in the summer. Details and locations will be in the upcoming issues of the GRAPEvine and announced at the May Breakfast and Luncheon meetings.

We are happy to say that we have signed on for another year with The Briarwood at St. John's Meadows as G.R.A.P.E.'s host site for the breakfast meetings. We want to extend our thanks to Duane Girdner and his staff for doing such an outstanding job as the host site. This month the Breakfast Meeting will be on May 19th at 8am.

Remember to bring your business cards for the speed networking that starts at 8:15 a.m.

I am happy to say that this month the G.R.A.P.E. lunch will be at Hilton East. As you may have already known, Andy Wegman is both the local owner and operator of Angels In Your Home and Hilton East Assisted Living. The Angels In Your Home business office is located inside Hilton East on the second floor. I wanted to take this chance to thank Andy for supporting G.R.A.P.E. Not only are you the best boss I have ever had, but you are also a great fishing partner! Let me take this chance to thank all those other supervisors out there that support G.R.A.P.E. by not only contributing financially to our organization, but also all of the volunteer time that makes this organization one of a kind. The entire community's efforts are needed if we are to be successful in achieving our mission of improving the quality of services for the elderly.

There is also some exciting news from the G.R.A.P.E. Office. The office is now equipped to accept credit card payments! This means that membership dues and other sponsorships can be paid by credit card. Credit cards will also be accepted for those all important raffle and auction tickets at the June 2nd Annual Dinner. Thanks to the Budget and Finance Committee for accomplishing this goal.

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

Jean Hultenschmidt
Home Instead Senior Care
105 Canal Landing Blvd., Suite 5
Rochester, NY 14626
585-663-4620

jhultenschmidt@homeinsteadroch.com

Richard (Dick) Smith
Vuzix
72 Thistlewoods Lane
Spencerport, NY 14559-1714
585-350-9477

richard.o.smith@juno.com

Bill Lista
Legacy at Cranberry Landing
300 Cranberry Landing Dr.
Rochester, NY 14609
585-244-3630

wlista@cranberrylanding.com

Dan Silver
Access Lifts & Ramps, Inc.
1523A Mt. Read Blvd.
Rochester, NY 14606
585-247-1210 x102

dsilver@accessliftsandramps.com

Eva Cohen
Lifetime Care Home Care & Hospice
3111 Winton Rd. South
Rochester, NY 14623
585-214-1026

eva.cohen@lifetimecare.org

Todd Colburn
Arch-A-Botics
106 Robin St.
Rochester, NY 14613
585-739-7761

tcolburn@archabotics.com

Joanna Palvino
Seniors Rock!
PO Box 16964
Rochester, NY 14616-0964
585-723-5623

Joanna@seniorsrock.info

Michael P. Dunn
Eldersource
1900 S. Clinton Ave
Rochester, NY 14618
585-244-8400

mdunn@lifespan-roch.org

Brian Gray
Special Care Systems
474 Ridge Rd.
Webster, NY 14580
585-671-1180

briang@specialcaresys.com

Linda Hosenfeld
Personal Secretary 4U
PO Box 611
Ontario, NY 14519
585-703-3741

linda.hosenfeld@gmail.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.



ANNUAL DINNER SPONSOR SOLICITATION
SPONSORSHIPS WILL BE ACCEPTED THROUGH MAY 10TH

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 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.

Annual Dinner Committee

SAVE THE DATE!

June 2, 2010

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

Burgundy Basin Inn

Invitations to the Annual Dinner are in the mail.
Chinese Raffle and Auction Items are still being accepted.

Contact Kim Arnold (425-0210), Julie Merton (225-7210)
or the G.R.A.P.E. Office (256-4351) to make a donation.



Senior Housing Alliance

The last senior housing meeting will be on Friday, May 7 at the Gables at Brighton. A full breakfast will be served, so bring your appetite! The meeting will begin at 8:45am.

Agenda:

Carolyn Stiffler, President of the Rochester Realtor Association, will give a presentation on the housing market and how we can work with our prospects to make the decision to move. She will share some sales tips as well. We all know how difficult it is for seniors to make the decision to sell their homes.

Please call Colleen Ussia at 723-7817 if you are interested in attending or
email cussia@unityhealth.org



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

Wednesday, May 19, 2010

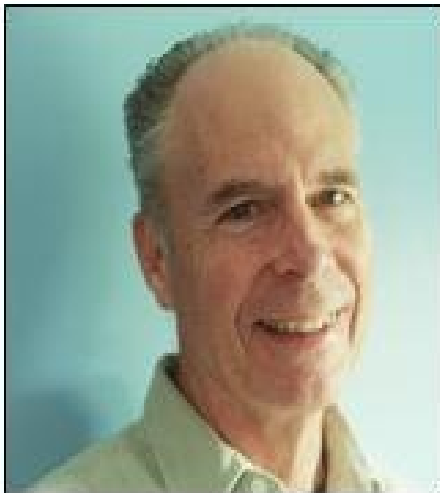
8:00 am to 8:30 am - Networking

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, CSW Director, Elder Abuse Prevention Program
LIFESPAN of Greater Rochester
- Topic:** Elder Mistreatment: An Emerging Social Issue
- Sponsored by:** Mr. Grab Bar

What does "elder abuse/elder mistreatment" mean and what is its relevance to the work we do and to our aging population? What do the studies show about the prevalence of the problem? What's the difference between the Elder Abuse Prevention Program (EAPP) and Adult Protective Services and why is there confusion about the two programs? What clients/victims are helped by EAPP, what services are offered by the program, and what defines a "successful" outcome? Come and learn the answers to these questions from our area's expert!



Bob Weston, Owner



**Partners in the safety of
your loved ones.**

585-872-0820

www.grabbarsofwny.com



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 A. Perry, IOM, President & CEO
Greece Chamber of Commerce
- Topic:** Cut to the Chase: Creating an Interesting Elevator Intro
- Sponsored by:** Hilton East

Can you introduce your business in a sentence or two? Can you effectively convey to potential customers what your business does? Join us as we continue our discussion on successful networking, this time focusing on creating an effective "elevator" introduction. Afterward, you'll have a chance to try it out first hand with a round of speed networking!

LIVING WELL *starts with* LIVING HERE



Since 1974 we have served our community with
MORE CARE AT LESS COST!

- * Residents **NEVER** receive a rate increase
- * 24 Hour Medication Management and Assistance
- * On site Home Health Care Agency
- * Laundry and Housekeeping Services
- * Locally owned and operated
- * Certified Assisted Living Program

Safety Dignity Choice Friendship Care

231 East Avenue Hilton NY 14468 (585) 392-7171

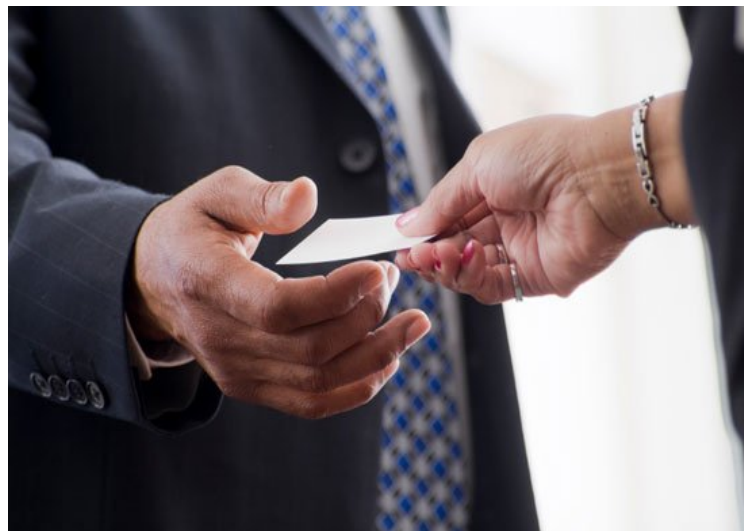
Here's My Card

The GRAPEvine: MAY 2010

www.grapelder.org

Here's my card!

Your business card is another way
to network.
Let it work for you!
Connect with your
referral sources
For only \$35 each month



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

Seniors Real Estate Specialist (SRES)

Rich Vogelzang, CRS, SRES

Associate Broker with 28 years of real estate professionalism

www.RICHtheREALTOR.com

RichV@rochester.rr.com



(585) 703-7272



GLENMERE IS EXPANDING!

*Additional Assisted Living Apartments and
New Memory Care Neighborhood Opening Summer 2010*



GLENMERE

ASSISTED LIVING at Cloverwood

www.glenmere.org

CALL 585.248.1100

for more information and to schedule a tour.

Call today to place
your ad
For the upcoming issues.

Discounts available for
multiple issues

Newsletter Sponsor

Place your ad on the
Business card page
Only \$35 an issue

256-4351

Use your web address in your ad for
Link to your website!

Newsletter Sponsor



Remember Matt's "fish story" Picture from last month?

Let the Fish Wars Begin!

Carol McDermott from Touching Hearts at Home and Chair of the Marketing Committee with the 125 lb. Tarpon she caught in Boca Grande, FL. The Tarpon Capital of the World.

WOMEN ROCK!

April Breakfast Meeting

The April 21st GRAPE Breakfast Meeting presentation was given by Reverend Phyllis Jackson, RN. She addressed the topic of diabetes. Her talk included information on the types of diabetes, along with the symptoms, treatments, diagnoses, risk factors, and the best controls for the disease, as well as special considerations for the elderly. She included discussion on some recent connections between diabetes and Alzheimer's Disease.

April Luncheon Meeting

Allison Cubitt, LMSW Renal Social Worker, Rochester General Hospital Dialysis, was the guest speaker at the April luncheon meeting. The title of her presentation was "Chronic Kidney Disease and the World of Dialysis". Allison's presentation gave an indepth look into the world of kidney disease and dialysis. Kidney disease is slow and silent, and cells damaged by this disease cannot perform normal functions. Diabetes and High Blood Pressure are the leading causes of kidney disease. Kidney disease affects all aspects of life, including but not limited to: finances, additional medical coverage, high stress on the individual as well as the family, transportation to and from dialysis, and high restrictions on dietary intake. Dialysis treatment can be done at a center or in the home. Treatment at home can be overwhelming with the amount of supplies that are needed and the fact that the procedure may take 3-4 hours. The average dialysis patient lives 7 years, however, there are many people who live 30-40 years with kidney disease. Their success is due to the fact that they do whatever needs to be done to successfully manage the disease.



Happier At Home is expanding!

Immediate opening available for a unique position incorporating marketing, community relations and client liaison. Experience in marketing and senior community preferred. Salaried 4 days per week. Be a part of a well-respected team of caring professionals.

Contact Debbie Bernacki 248-5021 for more information, or print an application at www.HappierAtHome.org.

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 **May 4, 2010**
8:30 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Advocacy Committee **May 5, 2010**
12 Noon Monroe Community Hospital, 435 E. Henrietta Rd

Business Development **May 5, 2010**
8:15 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Senior Housing Alliance **May 7, 2010**
8:30 am Gables at Brighton, S. Clinton Ave.

Board of Directors **May 11, 2010**
8:15 am G.R.A.P.E. Office, 100 McAuley Dr. @
Legacy Clover Blossom

Marketing Committee **May 12, 2010**
8:30 am Bagel Bin, Twelve Corners

Program Committee **May 13, 2010**
8:15 am The Highlands of Pittsford, 500 Hahnemann Trail

Annual Dinner Committee **May 14, 2010**
8:30am Cracker Barrel Restaurant, Hyland Drive

Services Directory Committee **May 18, 2010**
8:30 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Membership Committee **May 26, 2010**
8:30 am G.R.A.P.E. Office, 100 McAuley Dr @
Legacy Clover Blossom

Newsletter Committee **May 27, 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 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
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.



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

Editorial Group

Gabriel Geiger
Lifespan

Debbie Bernake
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. 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.