

**SUMMER 2009**

**G.R.A.P.E.** (Est. 1992)

100 McAuley Drive ♦ Rochester, New York 14610

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E-mail: [info@grapelder.org](mailto:info@grapelder.org) ♦ [www.grapelder.org](http://www.grapelder.org)

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**PRESIDENT'S MESSAGE**  
**BY G.R.A.P.E. PRESIDENT MATT TONSICH**

Thank you for accepting me as your new G.R.A.P.E. President. It is truly an honor. I am confident that Kathleen Krauss, our new Executive Director, and I will successfully take our Grape-vine of members to new heights. Her experience, dedication, and passion for G.R.A.P.E. are unmatched.

I would like to specifically thank Courtney McGinness for all of the hard work that she has put in as our Past President, and her continued help and support to get us to where we are today. Although this transition may have been a bit non-traditional, the strength of our past and present leaders will continue the success of G.R.A.P.E.

Speaking of leaders, Jeanne "The Rock" Jones has stepped down as our Executive Director June 30<sup>th</sup>. On behalf of G.R.A.P.E., I would like to thank Jeanne for her leadership and dedication.

Finally, I would like to thank Andy Wegman, Administrator of Angels In Your Home and Administrator of Hilton East Assisted Living, for all his support, guidance, and leadership.

I hope everyone enjoyed the Annual Dinner. Thank you to everyone who helped make it a success. What a great panel of speakers for our annual dinner afternoon workshop!

As always, I am available to talk about G.R.A.P.E., you and G.R.A.P.E., me and G.R.A.P.E., or just to talk. My contact information is below. So now what are you waiting for? Get involved TODAY!

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*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 xt 301 and [gmhc@hiltoneast.com](mailto:gmhc@hiltoneast.com)*

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.

# 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](mailto:info@grapelder.org)  
<http://www.grapelder.org>**

**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.

Membership Year: July – June  
Individual Professional - \$85 \* Matriculated Student - \$40  
Retired Professional - \$40

## Available Sponsorships

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

## **Editorial Group**

**Gabriel Geiger**  
Lifespan

**Kelly Allen**  
Legacy at Park Crescent

**Deborah Bernacki**  
Happier at Home

**Renee Elwood**  
Jewish Senior Life

**Paula Hollinger**

**Kim Kenna**

**Lauren Wentis**  
Rochester Financial Group - MetLife

**Kathleen Dever, Photographer**  
St. John Fisher College

**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](mailto:info@grapelder.org). We have the right to determine the size of the image and cannot guarantee its quality.

## The GRAPEvine: SUMMER 2009

### Board of Directors and Contact Information:

<b>President</b>	<b>Matt Tonsich</b> <i>gmhc@hiltoneast.com</i>
<b>President-Elect</b>	<b>Ellen O'Reilly</b> <i>egoreilly@gmail.com</i>
<b>Vice President</b>	<b>Mary Walker</b> <i>marywalkerlpn@gmail.com</i>
<b>Treasurer</b>	<b>Christine Schaller</b> <i>chris3884@aol.com</i>
<b>Secretary</b>	<b>Rene Barnes</b> <i>rbarnes@episcopalseniorlife.com</i>
<b>At-Large Members</b>	<b>Bill Beideck</b> <i>bbeidick@monroeambulance.com</i> <b>Kim Kenna</b> <i>kkenna@rochester.rr.com</i> <b>Lisa Gabel</b> <i>lisa.gabel@lifetimedcare.org</i> <b>Stacey Rowe</b> <i>srowe@seniorlifestyle.com</i>

### Committee Chairs and Contact Information:

<b>Advocacy</b>	<b>Paul Ryan</b> <a href="mailto:piscuba@frontiernet.net">piscuba@frontiernet.net</a>
<b>Annual Dinner</b>	<b>Kim Arnold &amp; Julie Merton</b> <a href="mailto:perintonpark-md@emeritus.com">perintonpark-md@emeritus.com</a> <i>westsidemanorrochester-crd@emeritus.com</i>
<b>Budget &amp; Finance</b>	<b>David Sadowsky</b> <i>dsadowsky@homechex.com</i>
<b>Business Development</b>	<b>Tom McDermott &amp; Matt Tonsich</b> <i>tcm3@frontiernet.net</i> <i>gmhc@hiltoneast.com</i>
<b>By-Laws</b>	<b>Lisa Arrington</b> <i>larrington@lacykatzen.com</i>
<b>Marketing</b>	<b>Carol McDermott</b> <a href="mailto:tandmcd@aol.com">tandmcd@aol.com</a>
<b>Membership</b>	<b>Mary Walker &amp; Kate McDonald</b> <i>marywalkerlpn@gmail.com</i> <a href="mailto:kmclnc@aol.com">kmclnc@aol.com</a>
<b>Newsletter</b>	<b>Gabriel Geiger</b> <i>ggeiger@lifespans-roch.org</i>
<b>Nominating</b>	<b>Courtney McGinness</b> <i>mcginness@episcopalseniorlife.org</i>
<b>Program</b>	<b>Adam Fabrizi</b> <i>adam.fabrizi@southsidemedicalsupply.com</i>
<b>Services Directory</b>	<b>Connie Craig</b> <i>conniecraig179@yahoo.com</i>
<b>Senior Housing Alliance</b>	<b>Colleen Ussia &amp; Tom Harner</b> <i>cussia@unityhealth.org</i> <i>tharner@peregrine-companies.com</i>



### TOOL BOX CORNER

*See helpful website  
below*

<http://www.eldersource.org/news/item.asp?ID=50>

On Friday, June 12, 2009, the nation's television broadcasting System is slated to go totally digital. After that, consumers who have an analog-only TV (with a rooftop antenna or rabbit ears), and do not subscribe to cable or satellite service, will need to purchase a digital-to-analog converter box to continue to watch free, over-the-air programming.

The Keeping Seniors Connected Coalition, a nationwide coalition of nine leading national aging organizations, is working to assist vulnerable older Americans with the transition. Major funding for the Digital TV: Keeping Seniors Connected Campaign is provided by the National Telecommunications and Information Administration (NITA), U.S. Department of Commerce.

The campaign objectives are to mobilize communities through Area Agencies on Aging and Title VI Native American aging Programs and their community-based partnerships, in order to:

- \* Provide education about the digital TV transition to vulnerable older adults, specifically those who are minority, low-income, rural, homebound, or have limited English proficiency; and
- \* Provide one-to-one customized assistance to vulnerable older persons, including help with: assessing the need for a converter box for digital transmission; applying for and tracking converter box coupons; obtaining a converter box from a local retailer; installing the converter box and troubleshooting transmission difficulties; and learning how to successfully utilize the new technology.

Thank you to Eldersource for providing this information. Eldersource is an active partner in the Digital TV: Keeping Seniors Connected Campaign (with Monroe County Office of the Aging) and will help assist in assessing the need, applying for coupons, obtaining a converter box, installing and troubleshooting for DTV.

## Welcome New Members

Susan Wilber  
Thompson Health  
350 Parrish St.  
Canandaigua, NY 14424  
585-393-0410  
[susan.wilber@thompsonhealth.com](mailto:susan.wilber@thompsonhealth.com)

Assemblyman David Koon  
New York State Assemblyman  
268 Fairport Village Landing  
Fairport, NY 14450  
585-223-9130  
[koon@assembly.state.ny.us](mailto:koon@assembly.state.ny.us)

Marty Thurston  
Webster Mini Storage  
690 Basket Rd.  
Webster, NY 14580  
585-265-3393  
[mithurston@aol.com](mailto:mithurston@aol.com)

Susan Kovacik  
Fleming Point Retirement  
720 Latta Rd.  
Greece, NY 14612  
585-262-4090  
[5266-manager@holidaytouch.com](mailto:5266-manager@holidaytouch.com)

Laurie Miraglia  
Senior Life  
50 Fairwood Dr.  
Riparian Bldg., Ste 101  
Rochester, NY 14623  
585-424-2424  
[laurie@seniorlife.com](mailto:laurie@seniorlife.com)

Kimberly Pasquale  
The Greens of LeRoy  
One West Ave  
LeRoy, NY 14482  
585-768-2740  
[kpasquale@bhcg.com](mailto:kpasquale@bhcg.com)

### **Waddell & Reed Financial Advisors**

**George W. Kauffman**  
135 Corporate Wood, Suite 320  
Rochester, NY 14623  
(585) 436-4510

Newsletter Sponsor

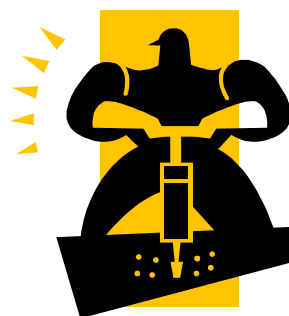
# The GRAPEvine



## *...has gone green.*

We appreciate your participation in G.R.A.P.E.'s efforts to go green. In addition to the PDF version you receive by e-mail, you can also read and print the GRAPEvine newsletter on the website: [www.grapelder.org](http://www.grapelder.org). It has been our plan to bring you the newsletter in a more cost-effective and timely manner, and we'd like your comments. You can send your comments by clicking here: [ggeiger@lifespan-roch.org](mailto:ggeiger@lifespan-roch.org)

## **Under Construction**



*Watch for additional changes to the GRAPEvine newsletter and website: <http://www.grapelder.org> in the coming months!*

## **Job Opportunity**

G.R.A.P.E. Office Executive Assistant  
Part Time – 15 Hours Per Week

Candidates must have the following:

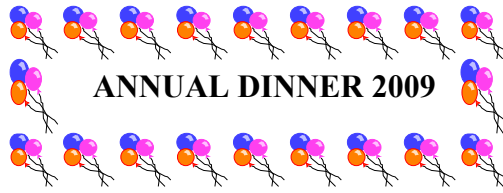
- >Strong computer skills, including MS Word and Excel
- >Proficient in QuickBooks
- >Strong communication skills
- >Ability to work independently

Send resumes to [info@grapelder.org](mailto:info@grapelder.org) or contact the office at 256-4351

**The GRAPEvine: SUMMER 2009**



***Matt Tonsich,  
President***



***Jen Kopicki, Chair  
2009 Annual Dinner Committee***



***Kathleen Krauss,  
Executive Director***



***Keynote Speaker:  
Lauren Dixon, CEO  
Dixon Schwabl***

Lauren was named Rochester's Small Business Person of the Year in 2001, the Ernst & Young Communicator of the Year in 2003, and she received a Rochester Business Ethics Award in that same year. Dixon Schwabl has been on the Best Small & Medium Companies in America list for four consecutive years and was ranked the #1 Best Small Company to Work for in America in 2008 by the Great Place to Work® Institute



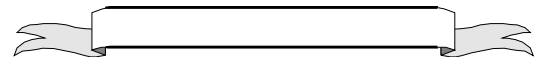
***Workshop Panelists: "Discharge In Decision"***  
*Mike Sullivan, Highland Hospital; Kelly Luther, The University of Rochester Medical Center; Mary Jane Stone, Rochester General Hospital; Judy Deter, Unity Health System; Mary Savastino, F. F. Thompson Health; Paul Horsington, Lakeside Memorial Hospital*

Lauren encourages her staff to foster creative and innovative ideas in order to keep her business alive, dynamic, and moving forward. Each person who works for Dixon Schwabl is given a water pistol and encouraged to use it if ever a colleague's idea is negated or creativity is thwarted.

Message: We need to look for ways to make things happen rather than reasons why they cannot!



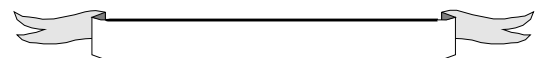
***We Make it Happen!***



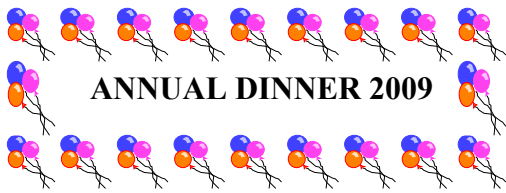
**CONGRATULATIONS**

***Adam Fabrizi***

**VOLUNTEER OF THE  
YEAR**



# The GRAPEvine SUMMER 2009



Our "Man with the Mike" Bill Reeves, interviews Dave Sadowsky during Silent Auction and Chinese Raffle festivities.



	WINNING #
1) Bucket of Aride Everything Has A Place (\$75)	0179836
2) Bird Basket (\$50) Everything Has A Place	0179621
3) Cat's Corner (\$50) Everything Has A Place	0179696
4) Comfort Basket (\$50) Everything Has A Place	0179855
5) Sports Basket (\$100) Menthol Marins	0179690
6) Baby Dream Basket (\$120) Masly Clay - All Night Long	0179819
7) Margarita Night Basket Aladdin's Natural Energy (\$80)	0179801
8) Dinner, Wine (\$50) Mr Dominics / Century Liqueur	0179787
9) Lunch Cruise, Wine Esperanza Pass (\$50)	0179784
10) Nesting Basket (\$50) Camilla's Sakumik Care	0179640
11) Vera Bradley Purse 2-All Day Ticket to Dancy Later	0179825

Chinese Raffle Board -Great prizes at amazingly great prices!



Annual Dinner Committee: Jen Kopicki, Chair; Alyssa McNichols, Highlands at Pittsford; Ann Marie Hurley, Ann Julien, Highlands at Pittsford; Becky Johnson, Clare Bridge at Perinton; Bob Weston, Mr. Grab Bar; Carol McDermott, Touching Hearts at Home; Cora Sprague, Hilton East Assisted Living; Julie Merton, Westside Manor; Karen Ehrne, Access Home Elevators; Kim Arnold, Perinton Park Manor; Kristen Treadway, Home Instead Senior Care; Nancy Hickey, Forest Park Retirement; Paula Kazmierczak, Atria Senior Living; Theresa Downham, Everything Has A Place, Joann Glover, NurseCore of Rochester



# The GRAPEvine: SUMMER 2009

**A Great Many Thanks to our Annual Dinner Sponsors:**

- Atria Senior Living Community*
- Blossom Healthcare Network*
- Emeritus Rochester-Perinton Park Manor*
- The Landing at Brockport*
- West Side Manor*
- Home Care of Rochester HCR*
- Monroe County Office for the Aging*
- Episcopal SeniorLife Communities*
- MVP Health Care*
- The Highlands at Pittsford*
- Artone Manufacturing*
- Blossom View Nursing Home and Rehabilitation Center*
- Comfort Keepers*
- Crest Manor Living & Rehabilitation Center*
- Everything Has A Place*
- Functional Interiors*
- Heather Heights*
- Interim Health Care*
- Jewish Senior Life*
- Lifetime Care*
- Med-Scribe Inc.*
- Omnicare*
- Rochester Gas & Electric*
- Rochester Hearing & Speech Center*
- Services for Seniors*
- Southside Medical Supply*
- Special Care Systems*
- Traditions in Caring*
- Ultra Mobile Imaging*
- Visiting Nurse Service*
- Vuzix Corporation*



photos by Paula Hollinger

## The GRAPEvine: SUMMER 2009

September 16, 2009

8:00-8:30 am - Networking

8:30-9:30 am - Meeting

### Health Care Reform

#### Presented by

Dr. Timothy Engström, Philosophy Professor  
Rochester Institute of Technology

#### Sponsored by:

TBA

#### Location

**St. John's Meadows, 1 Johnsarbor Drive West (off Elmwood Ave)**

*Join us at our first 2009-2010 breakfast meeting to learn about "Health Care Reform" from Rochester Institute of Technology's Professor of Philosophy, Timothy Engström. Originally from upstate NY, he was educated at the University of Lund, Sweden, at the Universities of Göttingen and Tübingen, Germany, and at Edinburgh University, Scotland, where he received his Ph.D. in 1987. He has been a Research Fellow at the University of Marburg, Germany, and at the Institute for Advanced Studies in the Humanities, Edinburgh, Scotland. He is also a two-time winner of RIT's Eisenhart Award for Outstanding Teaching.*

*He has published in the areas of philosophy, ethics, political theory, aesthetics, and philosophy of technology, concentrating especially in comparative 19<sup>th</sup> and 20<sup>th</sup>-century European and American Philosophy. He is the co-author, with Wade Robison, of Health Care Reform: Ethics and Politics. His most recent book is Rethinking Theories and Practices of Imaging, co-authored with Evan Selinger.*

***Please take note that the location of our Membership Breakfast***

***Meetings has changed. G.R.A.P.E. Breakfast Membership meetings***

***will be hosted by St. John's Meadows during 2009 and 2010.***



## The GRAPEvine: SUMMER 2009

September 22, 2009

Noon to 12:30 pm - Networking

12:30 to 1:30PM - Program

***RSVP Required through the website***

### **Parkinson Disease: An Overview of the Condition and Available Community Resources**

Presented by

Parkinson Disease Specialists at Home Care of Rochester

Sponsored by:

TBA

Location:

Jewish Home

*This educational session will provide the audience with a general overview of Parkinson Disease including symptoms, diagnosis, and treatment.*

*Community resources available to patients with Parkinson Disease and their caregivers will be presented in an effort to outline the services offered in our community and beyond. The presenters have been trained by the National Parkinson Foundation and have dedicated much of their professional careers to treatment of patients with this disease.*

*...Also*

### ***Mark Your Calendar***

October 21st, 2009

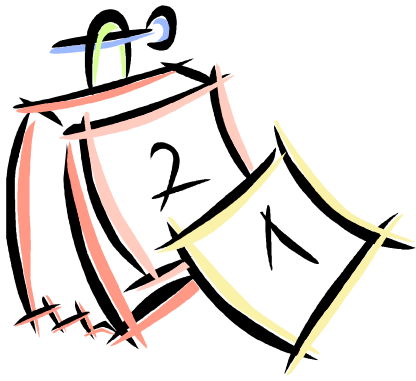
8:00 to 8:30 am - Networking

8:30 to 9:30 am - Program

at

St. John's Meadows

**Lisa Newcomb, Executive Director, The Empire State Association of Assisted Living,  
will speak on Assisted Living Regulations;  
specifically stated as regulations pertaining to the  
Assisted Living Residence, Enhanced Living Residence,  
and the Special Needs Assisted Living Residence**



***Remember:***

***New Location for Membership Breakfast Meetings begins in September !!***

**St. John's Meadows  
1 Johnsarbor Drive West  
(off Elmwood Ave)  
Rochester, NY 14620**

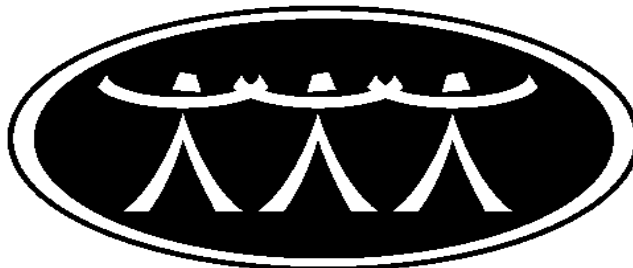
**8:00 to 8:30 am: Networking  
8:30 to 9:30 am: Program**



*Networking*

*Education*

*Advocacy*



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# GR.A.P.E.

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**GREATER ROCHESTER AREA  
PARTNERSHIP FOR THE ELDERLY**

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