GREATER ROCHESTER AREA PARTNERSHIP FOR THE ELDERLY

March 2018

GRAPEvine

Connecting and Enriching Senior Resources

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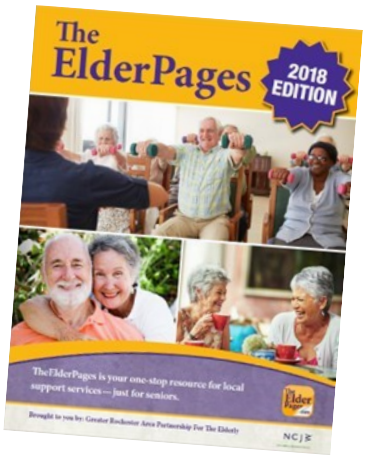
The Elder Pages 2018 Edition is available for you!

G.R.A.P.E.. Members can pick up their copy at the office or at Member Breakfast and/or Lunches.

Pick up time at office
Tues and Thurs 10am-1pm!

Seniors can get copies at
Monroe County Libraries and Senior Centers.



G.R.A.P.E. is proud to announce our speaker for our specialty luncheon at Burgundy Basin on April 24th!

JACKIE STONE — VARSITY, VICE PRESIDENT SALES CONSULTING

Jackie is the Vice President of Sales Consulting with Varsity, a boutique agency specializing in marketing senior living communities, products and services to the mature market. There she heads up the sales consulting division, working with her team members in marketing, branding, creative and operations to ensure that their clients receive optimal results from their marketing investments.

Jackie has been in the senior living arena as a sales and marketing professional for nearly 30 years. She has opened and worked at several life plan communities here in Rochester, and in her role as a sales and marketing consultant she has worked with nearly 100 senior living communities of all shapes, sizes and contract types across the country, providing strategic direction, sales training and oversight to assist them in achieving their sales and marketing goals.

Jackie is a frequent speaker at the LeadingAge Annual National Conference, various state LeadingAge conferences and the American Senior Housing Association, where she shares insights on senior living trends and how to effectively communicate with the mature market.

See Pg 6 for more details

April Luncheon Sponsors

Grandma's Helpers LLC

PointClickCare

A Message from our leadership

Executive Director Message

Kim Kenna

Kim Kenna, Executive Director of G.R.A.P.E. She can be reached at (585) 256-4351 or info@grapelder.org

March is upon us! Winter can seem like a time to hibernate for some but, not for G.R.A.P.E.! We are going full speed ahead with activities and events for the various needs of our Membership.

Why did you join G.R.A.P.E.?! For the Networking, the Education, Advocacy or something else? Whether you have been a Member for 1 year or 26 years, join a committee and get more out of your membership!

Check out our Get Involved tab on the website for more info on committees http://www.grapelder.org/get-involved Connect with committee chairs to learn more about their committees and when they meet. Whether you like to advocate, educate or network, there is sure to be one that is the right fit for you!

This month's GRAPEvine is packed with upcoming events, information and news from your committees you won't want to miss! The Marketing Committee has secured a second date for an Eldercare Fair at Highland Hospital on April 26th. We sold out of vendors spaces last time so be sure to secure your spot using your Member Login ASAP! Thank you to Meghan Little and the Marketing Committee for securing a time for G.R.A.P.E. to give back in person at Foodlink! Volunteers are needed on March 22 from 1-4pm at the Foodlink Warehouse to help sort food and canned goods. Join the group for a relaxing after party too… view your member events for all the details!

Don't forget this April the Program Committee has planned a special luncheon at Burgundy Basin featuring National Speaker, Jackie Stone from Varsity Branding. Remember to register for this special event as we expect a large attendance. The cost is $25.00 per person.

Soon you should have receive a letter and information from our G.R.A.P.E. Gala Committee with details regarding Sponsorship opportunities. Will you donate to our major Fundraiser and help G.R.A.P.E. celebrate? We are also asking members to consider reaching out to their vendors! Let the committee know if you have any ideas or contacts that might help us reach our sponsorship budget. Our goal is that the Annual Gala remain affordable to all of our members and generous sponsors will help us to achieve that goal!

Remember to watch your emails for more networking, marketing and educational opportunities!

Happy *Soon-to-be Spring*!

Kim

Check out Connie's message in next month's G.R.A.P.Evine

Welcome New Members and Job Changes

Deanne L. Stratton
Law Office of Michael Robinson, P.C.
1163 Pittsford-Victor Rd, Suite 120
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avoresourcesolutions@gmail.com

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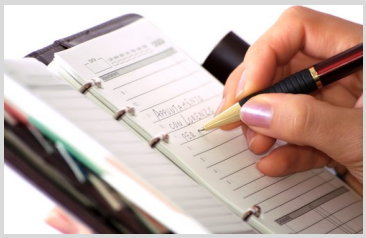
2260 Lake Ave, Bldg 5
Rochester, NY 14612
585-254-7990
Laura.manners@rochesterregional.org

Membership Update:

346 Members and growing strong!

Breakfast Meeting



Mark your Calendar for the March G.R.A.P.E.
MEMBERSHIP BREAKFAST MEETING
Wednesday, March 21, 2018

7:45 am to 8:15 am - Registration & Networking
8:15 am to 9:30 am - Program

Location: The Briarwood at St. John's Meadows
1 Johnsarbor Dr. West. Rochester

Speaker: Molly Frank, Geriatric Mental Health Specialist

Topic: Geriatric Mental Health

Sponsored by: Caring Transitions Senior Relocation • Downsizing • Estate Sales

Caring Transitions Senior Relocation • Downsizing • Estate Sales + Howard Hanna Real Estate Services

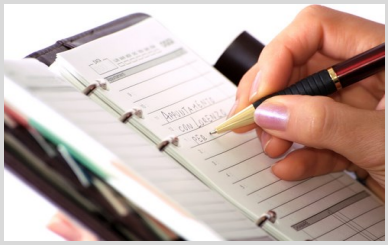
A Complete Solution for Seniors on the Move

Downsizing • Moving
Estate Sales • Selling Your Home

Call Karen for a free consultation 585.770.4404

Licensed Real Estate Salesperson

Luncheon Meeting



Mark your Calendar for the March G.R.A.P.E.
MEMBERSHIP LUNCHEON MEETING
Tuesday, March 27, 2018

11:30 am to 12:00 pm - Registration & Networking
12:15 pm to 1:30 pm - Program

Location: Jewish Home—The Summit
2021 Winton Rd. South

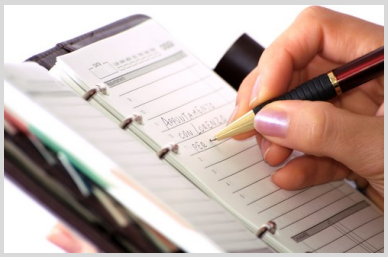
Speaker: John Cochran—NYS Office for the Aging

Topic: Updates from NYS Office for the Aging

Sponsored by: The Summit Jewish Senior *Life*

An RSVP by Mar. 23. is required for the luncheon.
Please register through your Member Login from www.grapelder.org.

Upcoming Meetings



Mark your Calendar for the April G.R.A.P.E.
MEMBERSHIP BREAKFAST MEETING
Wednesday, April 18, 2018

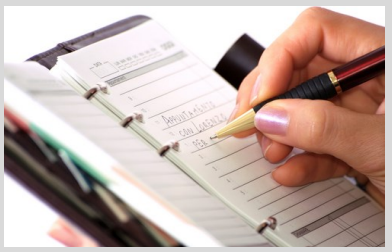
7:45 am to 8:15 am - Registration & Networking
8:15 am to 9:30 am - Program

Location: The Briarwood at St. John's Meadows
1 Johnsarbor Dr. West. Rochester

Speaker: Norine Nickason, NYS Department of Health

Topic: EALR, ALR...~ Confusing for You? Confusing for our Consumers!
Gain a better understanding to improve placement for our elderly.

Sponsor: Quick Alert



Mark your Calendar for the April G.R.A.P.E.
MEMBERSHIP LUNCHEON MEETING
Tuesday, April 24, 2018

11:30 am to 12:00 pm - Registration & Networking
12:15 pm to 1:30 pm - Program

Location: Burgundy Basin* **NOTE**: Marsh Road Bridge may be closed!
1361 Marsh Rd

Speaker: Jackie Stone , Vice President Sales Consulting,
Varsity Branding

Topic: Preparing for the Next Generation of Senior Living

Sponsors:

RSVP: **Required by April 20th & Cost is $25.00 per person**
Please register through your Member Login from www.grapelder.org.

In The Spotlight

Tara LoCastro

By Lisa Izzo

Tara LoCastro became a part of G.R.A.P.E first as a caregiver for family members and then as an Administrator in Home Care, both of which led her to learning about the wonderful resources G.R.A.P.E. offers.

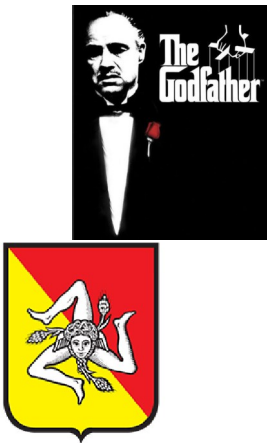
She decided to become a member of G.R.A.P.E. and sponsor of the annual GALA. She was drawn to the Advocacy and Emerging Issues committee because of the need to illuminate unmet needs and access to healthcare by certain populations. She appreciates the direct impact that regulations have, either being a barrier or an enabler to the evolution of services, including transportation, technology, cost and several other social determinants of health. Consider all the reform initiatives underway…. https://www.cms.gov/About-CMS/Agency-Information/CMSLeadership/Office_CMMI.html "So, how do you eat an elephant?" According to Tara, "G.R.A.P.E. is an important community service and focal point for important resources and advocacy to drive necessary change for the benefit of others." Tara just stepped down off a two-year term on the Board of Directors of NAMI (National Alliance on Mental Illness) Rochester, and she remains a member of the following organizations: CFC Housing Advisory Committee, NAGM, and HFMA (Health Care Financial Management Association).

Tara is a person-centered healthcare administrator, and she genuinely believes in preserving patient/human rights and access to affordable care and housing. When Tara isn't working to help better the lives of elders, she enjoys boating, travel and being a foodie, "nothing fancy just like ethnic food and shops".

Tara's greatest achievement was advocating directly with senior legislators for a Social Security bill at Capitol Hill (http://hdsa.org/about-hdsa/advocacy/huntingtons-disease-parity-act-2/).

Tara's motto for life: "We are souls having human experiences! Life is an opportunity to learn, live, laugh AND love."

She just watched all three of The God Father movies after returning from Sicily – not so much a favorite movie, but "Sicily is authentic and well preserved so I wanted to see the movies! I had to purchase an extra piece of luggage to bring home olive oil, salt, honey and pasta ... to share as gifts."



The Annual Gala is fast approaching! Will you be a sponsor?!

Review the selections below and join the growing supporters of our biggest FUNdraiser of the year!

Annual Gala 2018

Sponsorship Selections

Thursday, June 14th

Vineyard (*see new added benefits) — $ 2,500

- Listed in advanced publicity and logo in Annual Gala program.
- Company Logo and link on the GRAPE Website for approximately 4- 6 months.
- Verbal Acknowledgment from the Podium at the Annual Gala June 14th.
- Three (3) Full Page Ads in the G.R.A.P.E.vine Newsletter.
- A Table of Ten (10) at the June 14th Annual Gala & **10 VIP drink vouchers.**
- Company Logo included with G.R.A.P.E. as photo backdrop.
- *Six (6) memberships for G.R.A.P.E. 2018-2019 Membership year with *GUEST privileges at each Breakfast and Lunch Member Meetings. (valued at $125 per member)*
- *One (1) 15 minute Radio Segment on the G.R.A.P.E. Segment of Seniors Rock Radio/WYSL1040am to be used prior to May 1, 2018 based upon mutual date availability

Overall value of $3,400

Champagne — $ 1,500

- Listed in advanced publicity and logo in Annual Gala program.
- Verbal Acknowledgment from the Podium at the Annual Gala on June 14th.
- Three ½ Page Ads in the G.R.A.P.E.vine Newsletter.
- A Table of Ten (10) at the June 14th Annual Gala & **10 VIP drink vouchers.**
- *Four (4) memberships for G.R.A.P.E. 2017-2018 Membership year. (valued at $125 per member)*

Overall value of $2,040

Burgundy — $ 975

- Listed in advanced publicity and logo in Gala Program.
- One ½ Page Ad in the G.R.A.P.E.vine Newsletter.
- Eight (8) reservations at the Annual Dinner.
- *Two (2) memberships for G.R.A.P.E. 2017-2018 Membership year. (valued at $125 per member)*

Overall value of $1,155

Chardonnay — $ 695

- Listed in advanced publicity and logo in Gala Program.
- Five (5) reservations at the Annual Dinner.
- *Two (2) membership for G.R.A.P.E. 2017-2018 Membership year. (valued at $125 per member)*

Overall value of $835

Merlot — $ 525

- Listed in advanced publicity and listed in Gala Program.
- Three (3) reservations at the Annual Dinner.
- *One (1) Membership. (valued at $125 per member)*

Overall Value of $550

Cabernet — $ 395

- Listed in advanced publicity and listed in Gala Program
- Three (3) reservations at the G.R.A.P.E. Gala

Overall Value $425

Pinot Grigio — $ 150

- **Listed in Gala Program**
- **One (1) reservation at the Annual Gala**

Overall Value $200

Sponsorship payments are due by May 14th, 2018

Thank you to our growing list of 2018 Annual Gala sponsors!

Special Appreciation to our Vineyard Sponsor!

elderwood®

Champagne

THE HIGHLANDS AT PITTSFORD

Burgundy

PopHealthCare
Well guided.

Chardonnay

AETNA
Touching Hearts at Home

Merlot

Heather Heights
Special Care Systems

Cabernet

AARP
Parkwood Heights
St. Ann's
St. John's

Pinot Grigio

Quail Summit

Use your My Better Benefits card this year! New cards are available!

You can pick them up in the office or at the breakfast or luncheon membership meetings. You can also follow the links below to get an online card.

Just a reminder of some of the benefits...

* There are over 1,125 ways to save locally, regionally, and nationally.

* Customer service is available 365 days a year via email, phone or text.

*All you have to do is visit https://www.mybetterbenefits.org/

*A mobile version is also accessible online at this same link which allows your employees to show their ID card to a vendor on their smart phone (https://www.mybetterbenefits.org/IDcardmobile2018.asp)

Discounts through *my Better Benefits include:*

CORNING MUSEUM OF GLASS

Remaining 2017-2018 Membership Breakfast & Luncheon Dates

Breakfast Meeting Dates	Luncheon Meeting Dates
March 21, 2018	March 27, 2018 The Summit
April 18, 2018	April 24, 2018 Burgundy Basin
May 16, 2018	May 22, 2018 Baywinde
Each month at St. John's Briarwood 1 Johnsarbor Drive	Locations vary; Watch your email and newsletter for updates
Registration, New Member Orientation and Networking start at 7:45 AM	Registration and Networking start at 11:30 AM

Did you know that your organization can sponsor our monthly breakfast and luncheon membership meetings?

*This is a great benefit for new members specifically as a way to introduce themselves to many members in one meeting.

Read below to see what's included!
Contact the Program Committee or G.R.A.P.E. Office to book your sponsorship today!

GRAPE
GREATER ROCHESTER AREA PARTNERSHIP FOR THE ELDERLY

Lunch /Breakfast Sponsor Information

The Program Committee, on behalf of G.R.A.P.E., would like to thank you for considering a Spotlight Sponsorship for your organization. This opportunity is offered to G.R.A.P.E. Member organizations at each Breakfast and Lunch Member Meeting September – May.

Secure your Sponsorship date by contacting the G.R.A.P.E. Office via email: info@grapelder.org or by calling 585 -256-4351 as soon as possible.

Sponsorship fee is $150. Benefits include the following:

- A half page advertisement in the GRAPEvine newsletter the month your organization will host/sponsor. Ad for the newsletter will be designed by your organization and submitted to the G.R.A.P.E. Office by 15th of the prior month.

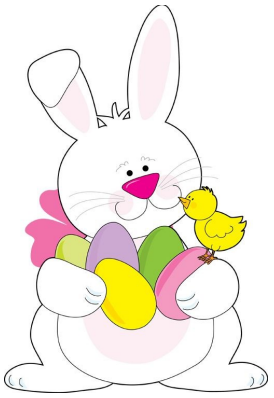
  Advertisement due to the G.R.A.P.E. office by the 15th of the month prior to your sponsorship date.
  Ad size: 7.25"x5" pdf or jpg format at least 300 dpi, low resolution
- Website listing of the event with your company logo up to 1 month prior.
- Announcement of the Member Meeting in the GRAPEvine Newsletter with your logo.
- A company display board and/or opportunity to distribute collateral materials to the members attending the breakfast meeting or luncheon.
- An opportunity to speak for approximately 3-5 minutes to the group about your program/organization/product prior to the speaker/presentation.

There are usually 50-70 members at the breakfast meetings and 60-70 members at the luncheon meetings.

Please send a check payable to G.R.A.P.E. or call 585-256-4351 to pay by credit card.

G.R.A.P.E.
100 McAuley Drive, Suite 2000
Rochester, NY 14610

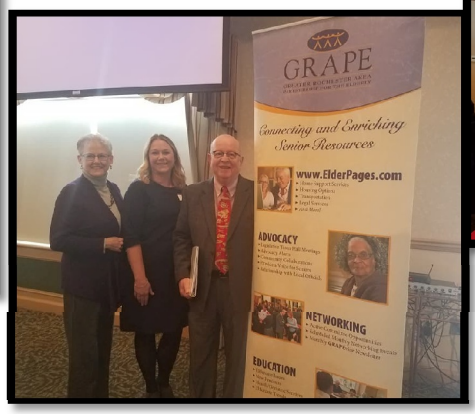
PHOTO PAGE



Elder Care Fair at Strong Hospital on 2/14/18.
Attendees and vendors all had hearts for seniors!

See more pictures on our Facebook page!!!

https://www.facebook.com/grapegreaterrochesterareapartnership fortheelderly/



Legislative Town Hall Meeting 2/9/18 at Locust Hill Country Club over 250 attendees!

Photos from Seniors Rock! Pre Recordings!

Joanna Palvino,
Your Seniors Rock! Radio Host

GRAPE
GREATER ROCHESTER AREA PARTNERSHIP FOR THE ELDERLY

The NEW Seniors Rock Radio Show

Showcasing services and organizations that serve Families, Boomers, Seniors, Caregivers

A unique weekly radio program shining a bright light on aging with fun and entertainment at the heart of every show!

G.R.A.P.E. MEMBERS ONLY PLEASE - JOIN US! - YOUR OWN RADIO SEGMENT!
Hosted by member Joanna Palvino

- YOUR Business as the G.R.A.P.E *member of the week* / 15 minutes on the air
- Promotional announcements, YOUR NAME mentioned minimum 15x
- Pre Recorded each Monday at the WYSL Studios in Avon, NY
- Show Airs on WYSL 1040AM & 92.1 FM every Tue @ 8pm & again Sun @ 5pm
- All shows podcast and posted immediately for sharing or downloading
- *Get an "As Heard On" WYSL Logo* for Your Own Online & Website use

Member's Discounted Investment: $200.00

Space is limited, register today through your Member Login by scrolling to the bottom of "View Events Page" for details & to register "Seniors Rock WYSL Segment"
Grow YOUR business or recruitment efforts!
www.WYSL1040.com

Ginger Burtch from Woodcrest Commons

Mollie Traub & Ginny Clark, Co-Chairs of the Elder Services Committee educate listeners about The ElderPages on the Seniors Rock Radio Show!

FINANCIAL FOCUS

How Can Women Make Financial Progress?

On March 8, we observe International Women's Day. This year's theme is "Press for Progress," and events around the world will celebrate women's advancements in the political, social and cultural arenas. But right here in the United States, women still face barriers to their *financial* progress. If you're a woman, you need to recognize these challenges – and respond to them.

So, what are the key obstacles to financial security for a woman? Probably the first thing that comes to mind is the gender wage gap: Women generally earn around 80 cents for every dollar men earn, according to the U.S. Census Bureau.

But women also face other threats to their financial security. For one thing, they are far more likely than men to take time away from the workforce to raise a family – and time away means smaller Social Security payments and significantly lower balances in 401(k) plans and other retirement accounts. And women's roles as caretakers don't end when their children are grown – in fact, women are twice as likely as their male siblings to end up caring for an elderly parent, according to a Princeton University study.

What, then, can you do to help ensure a comfortable retirement and achieve your other financial goals? Here are a few suggestions:

- *Take full advantage of your employer's retirement plan.* If your employer offers a 401(k) or similar retirement plan, take full advantage of it. Invest as much as you can afford each year, and every time you get a raise, increase your contributions. At the very least, put in enough to earn your employer's matching contribution, if one is offered.

- *Invest for the long term.* Some evidence shows that women may be more conservative investors than men. But if you want to reach your long-term goals, you will need to consider some growth-oriented investments in your portfolio, factoring in your risk tolerance and time horizon. You may want to consult with a financial professional about the best way to invest for the long term.

- *Maximize your Social Security.* If your spouse is the higher earner, you may want to consider how you can use this disparity to your advantage when you collect Social Security. Specifically, you may be eligible for Social Security benefits based on your spouse's earnings and Social Security record. You'll want to consult your tax advisor before making any moves.

- *Protect yourself from long-term care costs.* More than two-thirds of nursing home residents are women, according to the National Center for Health Statistics. And
the median rate nationwide for a private room in a nursing home is over $97,000 per year, according to the *Genworth 2017 Cost of Care Survey*. Medicare generally pays very little for long-term care, so if you ever need these services, you'll have to find other ways to pay for them. A financial professional can suggest some ideas.

As a woman, you face special financial challenges, and striving to overcome them will be a lifelong activity. But it's worth the effort.

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor.

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rcarrigan@episcopalseniorlife.org

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ktreadway@homeinstead.com

Newsletter:
TBD

Program:
Kim Vogt
kim_vogt@urmc.rochester.edu

Board Meeting Dates 2017-18
* 2nd Tues of month;
3/13/18, 5/8/18, 6/12/18

GRAPEvine
Newsletter Ad Specs

Submit your advertisements to info@grapelder.org

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 300 dpi. Excel or Word format not accepted.

Ad copy should be submitted in full color in PDF or JPG format at 300 dpi.

Full Page Ad
$250 per month Member Rate
$350 per month Non-Member Rate
measures 8.2" x 11"
Buy 3 get 4th free

Front Page Ad
$150 per month Member Rate
$250 per month Non-Member Rate
measures 7.25" x 3.75"
Buy 3 get 4th free

Half Page Ad
$125 per month Member Rate
$225 per month Non-Member Rate
measures 7.25" x 5"
Buy 3 get 4th free

Quarter Page Ad
$65 per month Member Rate
$95 per month Non-Member Rate
measures 3.25" x 4"
Buy 3 get 4th free

Business Card Ad
$35 per month Member Rate
$50 per month Non-Member Rate
measures 3.25" x 2"
Buy 3 get 4th free

Upcoming Committee Meetings

Budget & Finance Committee
March 1, 2018
8:30am
andrew.hastings@freedmaxick.com

Annual Dinner Committee
March 7, 2018
9:00am
glerminiaux@mystanns.com
Alison.bearer@brookdale.com

Advocacy Committee
March 7, 2018
12 noon
rmarchese@woodsoviatt.com

Board of Directors
March 13, 2018
8:15 am

Program Committee
March 8, 2018
8:15 am
kim_vogt@urmc.rochester.edu

Marketing Committee
March 8, 2018
9am
mcandelora@ccorhome.com
rcarrigan@episcopalseniorlife.org

Newsletter Committee
TBD

Elder Services Directory
March 20, 2018
8:30am
vclark@cfcrochester.org
mtraub@rochester.rr.com

Membership Committee
March 28, 2018
8:30am
kallen@caregivershomecare.com
ktreadway@homeinstead.com

Senior Housing Alliance
April 6th

All of our committees welcome visitors and prospective committee members. Due to unforeseen circumstances, dates and locations of meetings may change. To confirm the date, time and location of the next meeting, please reach out to the committee chairperson.

Please let the G.R.A.P.E. office know of any changes to your address, phone number or email address! If you change your info on the website, that doesn't mean we have it. Also, updating your member profile doesn't update provider. You have to do both.

We send out exciting membership information and would hate for you to miss it, if we don't have your current information on file. Thank you!!

Interested in joining a committee??
We have plenty to choose from. See page 16 for committee meeting dates.

Front Page ad available

Connect with potential buyers!

Call the G.R.A.P.E. Office at **585-256-4351** for details!

Thank You to St. John's for hosting G.R.A.P.E.'s Membership Breakfast Meetings.

GREATER ROCHESTER AREA PARTNERSHIP FOR THE ELDERLY

March 2018

GRAPEvine

Connecting and Enriching Senior Resources

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.

Editorial Group

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Quail Summit

Seeking New Newsletter Committee Members!
Call the G.R.A.P.E. Office

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.

GRAPE
GREATER ROCHESTER AREA PARTNERSHIP FOR THE ELDERLY

Connecting and Enriching Senior Resources

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 15th 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.