



Contact: Kathleen Caputi
Epoch 5 Public Relations
kcaputi@epoch5.com
631-427-1713

Photo attached

Jefferson's Ferry's Cathy DeAngelo Promoted to Vice President



S. Setauket, NY...February 26, 2018... Jefferson's Ferry Life Plan Community recently promoted Rocky Point resident Cathy DeAngelo to Vice President of Sales and Marketing. In this role she directs the overall sales and marketing activities of Long Island's first Life Plan Community, which offers a continuum of care to its residents. Jefferson's Ferry President and CEO Robert E. Caulfield made the announcement.

"In the five years since Cathy joined Jefferson's Ferry as the Director of Sales and Marketing, she and her team have averaged over 96% occupancy with a high of over 98%, an industry high level of occupancy while implementing new programs and services that set Jefferson's Ferry apart from other senior living options in our local community," said Bob Caulfield. "Cathy's first priority is always to help potential

residents fully explore and determine the best living situation for their particular needs-- whether that residency should be at Jefferson's Ferry-- or elsewhere."

Cathy's personal, hands-on approach includes a busy schedule of meetings with prospective residents and families, tours of the community, coordinating informational events, and working with government officials, chambers of commerce and senior service organizations in the community.

Cathy encourages the larger community to use Jefferson's Ferry as a resource where seniors and adult children can come to learn about services and choices for older adult living and care, including at-home caregivers, day programs, support for people with memory or physical challenges, and much more. In part through Cathy's efforts, Jefferson's Ferry plays host to senior and caretaker groups and local not-for-profit groups with meeting space. She also plays a prominent role in supporting not-for-profit organizations in the larger community through donations and volunteers that include Jefferson's Ferry staff and residents.

Cathy has coordinated a Jefferson's Ferry initiative that once each month prepares and serves a hot meal to around 50 individuals and families at the Welcome Friends Monday night program at Christ Episcopal Church in Port Jefferson. Also through Cathy's efforts, the Long Island Museum's popular Senior Tuesdays are sponsored by and staffed with Jefferson's Ferry volunteers, and The Senior Umbrella Network (SUN) often holds activities at Jefferson's Ferry. Cathy addresses older adult issues in front of numerous community and business groups and has been a guest lecturer for gerontology classes at St. Joseph's College and Stony Brook Olli program.

Cathy's innate empathy and her understanding of populations with special needs have enabled her to make significant contributions over the course of her 30-year career in healthcare, including 13 years marketing Life Plan communities. Prior to joining Jefferson's Ferry, Cathy was part of the marketing team at Covenant Village of Cromwell, a Life Plan community in Connecticut.

About Jefferson's Ferry (www.jeffersonsferry.org)

Jefferson's Ferry is a nonprofit Life Plan community for active adults age 62 and above, with cottages, apartments, assisted living, and a quality health care center all on one site. Located in South Setauket, a vibrant community along Long Island's north shore, Jefferson's Ferry is surrounded by various attractions, shopping, beaches, theaters, and a world-renowned university. Jefferson's Ferry offers exceptional living and amenities, including restaurants, fitness center, indoor pool, computer center, library, recreational areas, gardens, and gazebos. A mix of cultural excursions, civic activities, and a community of residents who participate in shaping Jefferson's Ferry's future, ensures a spirited and engaged lifestyle.

Jefferson's Ferry earned a 5-star rating from The Centers for Medicare and Medicaid Services (CMS), and was named a "Best Of" nursing home by U.S. News & World Report. Additionally, FitchRatings has assigned Jefferson's Ferry a BBB+ bond rating. Locally, Jefferson's Ferry has consistently been voted Best Retirement Community and Best Assisted Living on Long Island by The Long Island Press. Jefferson's Ferry has also regularly been recognized for Excellence by the Hauppauge Industrial Association's Business Achievement Awards program.