

ADVISOR

The magazine of LeadingAge New York | Winter | 2012-13

**Taking
mission
into the
community**



**The New
Miracle on Ice**

On the cover

The New Miracle on Ice



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LeadingAge™
New York

Mission Statement

To create the future of aging and continuing care services in New York State.

Our national partner, LeadingAge, is an association of 6,000 not-for-profit organizations dedicated to expanding the world of possibilities for aging. Together, we advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age.

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Founded in 1961, LeadingAge New York represents more than 500 not-for-profit, public and mission-driven senior care providers, including nursing homes, senior housing, adult care facilities, continuing care retirement communities, assisted living, home care and community services providers which serve approximately 500,000 people across New York each year.

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People Helping People

For this issue of *Adviser*, we were really interested in exploring those other things that members do. Those activities that take staff and residents out to the community or bring the community into the organization. They are activities that may or may not be directly related to their mission. They are the very things that should be described in the community benefit statement but often are forgotten.

As a result of the recent Internal Revenue Service overhaul of the Form 990, having a comprehensive and well-written narrative justifying a non-profit's benefit to their community is critical. It isn't enough for non-profits to let good deeds speak for themselves. Albeit uncomfortable, it's imperative that you take credit publicly for good deeds – in a professionally written summary or similar material, promoted through various public channels such as daily or weekly newspapers, letters and other communications to public officials, and face-to-face meetings with influential leaders and your key stakeholders.

In the center spread, learn how Sitrin in New Hartford, NY, parlayed the growth of an adaptive sports program into an internationally acclaimed curling team and further into Camp Sitrin, a military-based rehabilitation facility designed to meet the physical and mental therapy needs of our military wounded warriors. Future goals include the development of an equestrian therapy program to be used with the military component and the general population, and the greatest hope, a national Paralympic Training Facility

located right on the Sitrin grounds. This is just one of the many stories that were sent in describing member's involvement within their communities.

The worst of times bring out the best in people. In the aftermath of Hurricane Sandy we see so many examples of people helping people. Members have shared some of their stories of heroism and

support, both during and after the storm in a special section called *The Power of Community*.

One Voice, by Ami Schnauber, LeadingAge New York director of government relations, gives insights to the upcoming legislative session. Learn what we expect, the wild cards, what we have done to prepare and scheduled events and activities. Learn what you need to know to be ready, and what you can do to help our common cause.

Like all of our members, LeadingAge New York is a non-profit and we continuously seek new ways to give back to our community. New for 2013 will be the LeadingAge New York Leadership Academy designed as a platform for transformational learning among New York's current and aspiring leaders. In *Spotlight*, meet Ruth Tietz, director of marketing and development for the Baptist Health System, who is taking on the role of co-facilitator for the 2013 Academy. Learn why Ruth is so committed to the Academy.

As you read this, think about what you can brag about – and if you don't already – start doing it!

James W. Clyne Jr.
President and CEO

“The worst of times bring out the best in people. In the aftermath of Hurricane Sandy we see so many examples of people helping people.” – Jim Clyne

Making the Community Connection

Archcare and the Center for Health at Ferncliff Nursing Home

Archcare and the Center for Healing at Ferncliff Nursing Home in Rhinebeck, New York has made great strides in community involvement over the past year.

In an effort to reach out and connect with local communities, Ferncliff has developed a Community Connections Program. The program allows community groups to advertise any events or volunteer opportunities to facility employees free of charge. The facility employs 380 and a large Community Connections bulletin board has been created near the employee entrance to advertise these opportunities.

The facility also offers meeting rooms and a large auditorium with a stage to community groups to hold meetings and other activities free of charge. Many local groups take advantage of this opportunity including Rhinebeck Choral Club, Cub and Girl Scouts, local music instructors for piano recitals and others.

Last summer, the facility partnered with Northern Dutchess Day Care to host a 10-week summer camp at the facility. The Summer Sensations program brought seniors together with the youngsters several times each week for games, pizza making, scavenger hunts, crafts and other activities.

Archcare at Ferncliff held its first Community Open House during July to introduce community members and families of Archcare residents to the newly renovated short term rehabilitation unit, The Center for Healing at Ferncliff.

Visitors enjoyed tours of the center, which features private rooms for all patients and a new state-of-the-art rehabilitation gym, dining room and community room. They stopped by the nursing home's recently revamped hair salon and café and saw the new computer lounge under construction. The tour concluded at the "Board of Success," where they viewed photographs and testimonials from the 111 patients who completed their recoveries at the Center for Healing and returned home since January.

Executive Chef Christian Toelle provided a healthy cooking demonstration, and Northern Dutchess Paramedics conducted an educational session titled Understanding Health Care Decisions. Free blood pressure screenings were available in the new EMS Appreciation Station Room. Ferncliff's director of pastoral care spoke with the guests about Archcare's mission. Local healthcare providers, businesses and organizations such as the Red Cross also staffed tables with information and introduced themselves to the community.

The Recreation Department has been working with Bard College's Creative/Expressive Arts program. Each week students from Bard College come into the facility to work with residents providing different art-based programs including painting, drawing and collage making.

This fall the facility collaborated with four local parishes to hold a food drive. All donations were given to the parishes and distributed throughout the community including community action centers and food banks. 🌱



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Giving Back is Central to the Community Atmosphere at Canterbury Woods

Retirement offers people a wealth of opportunity. The ability to reconnect with old friends, spend more time with loved ones and dedicate more time to hobbies and other interests are just some of the advantages to life in the years after the hustle and bustle of working. It is also a time when you can truly give back to the community and share your gifts and talents with others.

Canterbury Woods, a premier life care community in Western New York, places a premium on taking an active civic role, both as an organization, as well as individuals. While residents at Canterbury Woods enjoy a robust wellness program, including physical activities, trips and outings, various cultural and entertainment events and Canterbury University, a unique, resident-developed on-going education program, they also work with the community's leaders on a number of charitable and volunteer activities.

"We understand that our community does not end at the borders of our campus," said Rob Wallace, president and CEO, Canterbury Woods. "As an organization, we believe that community outreach and civic participation are a responsibility, and our residents are eager to support important causes with their time and knowledge."

"Our relationship with Read to Succeed has been incredibly rewarding. Not only is the mission something we whole-heartedly support, but the cross-generational interactions are tremendous for the children and for our residents." – Rob Wallace, president and CEO, Canterbury Woods

One of the groups with which Canterbury Woods has aligned itself is Read to Succeed Buffalo, a non-profit organization dedicated to increasing childhood literacy and improving student achievement by placing a priority on literacy for children from birth to age 8. Canterbury Woods became involved with Read to Succeed Buffalo last year and has taken an active role in supporting the children who benefit from the program.


Canterbury Woods sponsored an event where employees and residents brought a group of children to see a play at Shea's Performing Arts Center in Buffalo, followed by a luncheon at Canterbury Woods. Residents and employees also volunteer to read to children at inner-city schools and day care centers, to help promote literacy. The organization hosted a holiday party for the children this year, with an appearance by Santa Claus, where each child received the gift of a new book to read.

"Our relationship with Read to Succeed has been incredibly rewarding," Wallace said. "Not only is the mission something we whole-heartedly support, but the cross-generational interactions are tremendous for the children and for our residents."

In addition to Read to Succeed Buffalo, Canterbury Woods supports a number of other organizations throughout Western New York, including the Alzheimer's Association, local schools and others. In recognition of its work in the community, Canterbury Woods recently received the Community Service Award from the Amherst Chamber of Commerce at its annual awards dinner.

Opened in 1999, Canterbury Woods provides life care to seniors age 62 and older. The unique retirement lifestyle at Canterbury Woods gives residents the opportunity to age in place in an environment of their choosing. Seniors select a residence for their current lifestyle, and gain the ability to change their level of care – at no additional cost – should the need arise.

Canterbury Woods was the first senior living community in Western New York to offer a life care continuum and is sponsored by Episcopal Church Home & Affiliates, which has been providing healthcare and related services to the Western New York community since 1858.

For more information, visit www.canterburywoods.org or call (716) 929-5817. 



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The Changing Face of Outsourcing: Its Advantages and Benefits

By definition, the word outsourcing means “to purchase (goods) or subcontract (services) from an outside supplier or source.”

While once reserved for larger companies or organizations, today outsourcing is a viable option for businesses of every size and in just about every industry. As it specifically relates to the senior market, outsourcing has become a strategic solution for many resident communities, helping to meet the various challenges in today’s increasingly competitive marketplace.

As a primary decision maker in your organization, you address the needs of your residents and staff every day, all while handling the increased pressures of maintaining a financially sound senior community. Finding ways to continuously improve resident satisfaction, attract new residents and enhance the overall reputation of your community is no easy task. These objectives are even more difficult to achieve working within the existing parameters of your internal resources.

Outsourcing is an efficient and economical way for an organization to gain or maintain a competitive advantage in the marketplace.

Outsourcing – not always viewed as the preferred solution for many organizations, particularly in the seniors market – is an efficient and economical way for your organization to gain or maintain a competitive advantage in the marketplace. This is primarily accomplished through the assignment of non-core functions to an experienced partner, while focusing on the core tasks critical to operational success. Many assumed pitfalls of outsourcing have been proven to be misconceptions about its potential negative impact on an organization, particularly given the quality and expertise of the various outsourcing partners available today.

Partnering companies understand that to be successful, they need to address many of your needs, beyond cost savings alone. They realize that they must take a synergistic approach to providing a level of service that goes well beyond the expectations of your residents and employees. They must use their experience to deliver on all promises, reinforcing your commitment to your residents’ quality of life. Reputable outsourcing partners also understand the importance of maintaining your senior community’s mission, while handling the transition with the deepest respect for your employees, their career concerns and desire for growth. Most of all, a quality partner will remain dedicated to achieving your trust, earned only by providing exceptional performance each and every day.

Terrence Gorman, Chief Executive Officer of St. Luke Health Services, said, “It is critical for us to have services for our residents that meet or exceed their expectations. Equally important is to keep updated on the many changes in clinical requirements, coupled with budgetary and regulatory constraints. Our organization needs to work with people who have this expertise. The people of Sodexo understand that and have been able to customize solutions to meet our needs, making a difference for our residents.”

So let’s examine the key advantages and benefits of outsourcing.

Advantages of Outsourcing

Cost Savings – Reducing your operating costs is the most recognized advantage of outsourcing. In today’s challenging economic times, any solution that allows you to maintain quality without negatively impacting the bottom line is an avenue worth exploring.

(See Changing Face on page 8)

The Changing Face . . . (continued from page 7)

Industry Expertise – Outsourcing partners are experts in their respective areas of business, having the skills necessary to provide specific products or services.

Operational Efficiency – Outsourcing enables you to tap into the processes, systems, tools and techniques developed by partnering companies who have the experience in their various support areas. This expertise will help streamline inefficient business processes, ultimately enhancing your organization's bottom-line. In addition, the support provided by outsourcing partners allows you to focus on your core business and overall mission.

Talent Management – Finding skilled workers to achieve your goals and deliver on your mission is a growing concern. Utilizing an outsourcing partner allows you to capitalize on their skilled workforce while reducing your costs for training and employee development. Along with this, they are experienced in recruiting and managing their team members, reducing this burden on your organization.

Innovation – A quality outsourcing partner will not settle for the status-quo, but rather constantly look for ways to enhance your senior community and give you a distinct advantage in the marketplace. These types of partners are also typically world-class service providers who foster a culture of innovation and technological advancement.

Added Benefits of Outsourcing

Beyond the advantages afforded an organization through outsourcing, a quality partner will deliver a number of added benefits and work with you to achieve your overall goals by:

Focusing on **enhancing your reputation** as a quality provider of senior living services, one who cares about your residents, employees and the entire community.

Motivating your staff to deliver exceptional service while also providing them with an opportunity for advancement and growth.

Working to maintain a **balanced budget** without adversely affecting the quality of life for your residents.

Developing new and innovative ways to care for your residents while creating services that **increase resident satisfaction**.

Dedicating themselves to **increased productivity and operational efficiency**.

Providing superior programs and services as well as the marketing support to promote your community and **attract new residents**.

Change is a constant in the senior living marketplace, especially as it relates to the demands and desires of today's seniors. For your senior community to remain competitive, you must stay ahead of your residents' expectations, constantly adjusting and improving what you have to offer. Outsourcing is an excellent way to accomplish this goal. Yes, the face of outsourcing has indeed changed, but it has changed for the better and is now a viable solution worthy of your consideration. 🌱



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When Going Out Means Staying In

Elant at Goshen Creates Elegant Dining Experience for Residents



Bill Griffiths, Elant at Goshen Dining Services Staff member.

We all remember our high school cafeteria days where we stood on a line to receive our lunch each day. Nice women, donning hair nets, scooped up mashed potatoes with an ice cream scooper and placed it on a plate next to an overcooked piece of meat and soggy vegetables. The plate was placed on a lunch tray next to a small carton of milk. This institutional style of food service is something most of us would like to forget.

As adults, we enjoy dining at one of our favorite restaurants. We choose to visit and revisit an establishment where the service is excellent, a variety of delectable menu choices are offered, the aroma of the food permeates throughout the dining area, the food is well presented and the atmosphere and ambience create an enjoyable dining experience.

Unfortunately, at most long term care facilities, the standard dining service practice closely mirrors that of our high school experiences.

Elant at Goshen, a 120-bed skilled nursing care and rehabilitation center located in Goshen, NY and one of Elant's six Hudson Valley-based skilled nursing facilities, recognized there was a need to change the traditional institutional style of dining provided to its residents. After all, their residents do not often have the opportunity to leave the facility and dine at their favorite restaurant. Going out for a meal for them means visiting the dining room where they receive a pre-made tray including their meal on a dome-covered plate and pre-poured hot and cold beverages.

"We wanted to create a better dining experience with a restaurant-like style atmosphere for our residents," says Kate DePuy, director of dining services for Elant at Goshen. "We saw an opportunity to not only change the way we serve meals to our residents, but to also provide better meal quality, taste, service and choice in an elegant setting where our residents look forward to enjoying their meals time and time again."

Elant at Goshen has recently implemented a new resident-centered dining program, coined with the name, "When Going Out Means Staying In", and is the first location within the Elant network to roll-out the new program. Careful attention has been placed on each aspect of the entire dining experience.

Upon approaching the dining room, the first noticeable addition the residents observe is the chalkboard menu placed outside the dining room doors which lists the daily menu choices and alternates. The chalkboard serves as a visual invitation for the residents to come in and enjoy an elegant dining experience. A dining services staff member greets each resident at the door and escorts them to their assigned table where they will enjoy their meal with the same residents each day; fostering socialization and friendships.

As the residents enter the dining room, they hear music playing softly, a flavorful aroma drifts throughout the room and each dining table is set with napkins, flatware, water goblets, juice beverage glasses, coffee cups and saucers. A printed menu, customized for each resident, is placed at the resident's seat.

The dining services staff has been trained to serve as wait staff and each are assigned to serve the same tables and residents each day. The intent of this consistent assignment is to enable the dining staff to get to know each of their assigned residents on a personal level, understand their preferences, and provide a familiar and comfortable dining experience.

Renovations within the dining room were made to include a pass-through window between the dining room and a pantry room where food is kept fresh and hot in steam

(See Going Out on page 10)

A menu board welcomes residents upon arrival to the Greyhound Dining Room.



Going Out . . . (continued from page 9)

tables. Similar to restaurant service, the waiter asks each resident for their meal preference and then proceeds to the pantry window to submit their orders. Each plate is made up upon request and passed through the window to the dining services staff member who delivers the meal on a banquet tray to the residents. Other dining services staff roams the dining room, pouring coffee and hot tea from carafes and offering other beverages as requested.

"I am enjoying my job so much more since we started this new program," said Justin Riks, a dining services assistant. "I like talking with each of the residents and getting to know them, before they were just a name on a meal ticket."

The initial objectives of Elant's new dining program were to improve the dining experience, enhance socialization and foster friendships among the residents. "Since we started the program we are noticing additional benefits we had not anticipated," says Maura Brennan, Elant at Goshen's executive director. "The residents are commenting that they are enjoying the new program and feel like they are dining at a restaurant. However, we are also noticing a significant decrease in food waste and an increase in the selection of the offered main meal rather than the alternate meal."


Based on the success of the program at Elant at Goshen, the organization intends to roll out the new program to their other locations during 2013. 

"We saw an opportunity to not only change the way we serve meals to our residents, but to also provide better meal quality, taste, service and choice in an elegant setting where our residents look forward to enjoying their meals time and time again."

– Kate DePuy, Director of Dining Services for Elant at Goshen

Residents Choose

By Cathy Nelson, Food Service Director, ARAMARK at The Manor at Seneca Hill

The Manor at Seneca Hill, an affiliate of Oswego Health, is a 120-bed long term care facility located in Oswego, NY. A unique opportunity we offer our residents is a monthly "Resident's Choice" lunch. In addition to the input solicited from the residents and Adult Day Health Care participants for our four-week menu cycle, we ask for monthly suggestions for the "Resident's Choice" lunch. Helen and Eleanor's favorite suggestion is mini cream puffs for dessert – they make a nice treat and the ladies are always glad to see them offered. Sarah, a 3rd floor resident, says, "I love being able to call you with my suggestions and see them served". Sarah is also happy to hear how well her suggestions were received throughout the facility. Taco Salads have been a hit all summer! 



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Director of Marketing & Development, Baptist Health System



Tell us a little about your background.

I have been with Baptist Health System for eight years beginning my career here in 2004. I oversee all marketing, public relations and development efforts for Baptist Health's entities including Baptist Health Nursing and Rehabilitation Center; Homeward Bound Transitional Care - A Rehabilitation Program of The Baptist Health System; Family Medical Care; The Nurse Connection Staffing, Inc.; Home Connection Companions; The Baptist Health System Foundation; and, opening this summer, Judson Meadows – An Assisted Living with Enriched Housing Community. Prior to joining Baptist Health, I enjoyed a career in various media and advertising capacities, with a focus on non-traditional revenue-generating programs.

Why do you do what you do? Why are you in this field?

I love coming to work every day and really take to heart our tag line of “People Caring for People!” It is a privilege to work among such a great group of professionals who are dedicated to creating a supportive environment for frail seniors who need our help, compassion and care. My love of “spreading the word” aka my “Big Mouth” coupled with my passion for this field allows me to create innovative strategies to communicate our message to the community. I love that every day is different and value all the opportunities I have to learn and grow.

What were the highlights of your experience with the national Leadership Academy?

I was a member of the Leadership AAHSA (now LeadingAge Leadership Academy) in 2007 and part of the, 2nd ever, class of Fellows. I was, and remain, incredibly grateful to the leadership of Baptist Health for seeing the value in this program and allowing me to attend. I made some wonderful connections through the program that have been so valuable to me both professionally and personally. There was a bond created among our class that remains strong. I have picked up the phone so many times to bounce ideas off of classmates, who remain friends. We exchange best practices, share “new tricks” and save time by not always having to reinvent the wheel to find solutions to common problems.

What is the greatest strength you think you can bring to your role as facilitator?

I am a great listener. I believe that my ability to listen and really hear what someone is saying or trying to say will help the first year Fellows and the program launch and ultimately soar! I can't tell you how excited I am to have this opportunity to co-facilitate this incredible program that LeadingAge New York is embarking upon under the direction of Michelle Holleran, one of the creators of the now very popular LeadingAge Leadership Academy.

How did your experience impact your career?

When I began my career at Baptist, I did not have a lot of experience in aging services. Being a part of Leadership AAHSA allowed me to really learn the industry and absorb so much in a year's time from many terrific leaders in this industry. The site visits were critically important in my development as I learned so much from so many talented individuals who had been at this for quite some time. There was also so much diversity in our group, we had CEOs, medical directors, development professionals, finance specialists, clinicians, and marketing professionals all working together to create the

(See Ruth Tietz on page 12)

My biggest goal for 2013 is to help Baptist Health successfully open the new Judson Meadows Assisted Living Community this summer.

new model of leadership in this field. The whole lens of how “we do what we do” throughout the country became much clearer. As a result of this program I acquired a whole new set of skills that you just can’t learn from a book or a university. I know it sounds dramatic, but it was indeed a “life changing” experience!

Did you have a mentor in your life? If so, who was it and how did that relationship help shape you and your career?

I have been blessed to have many wonderful mentors in my life who have helped me evolve both personally and professionally. One who really stands out was a wonderful man, who isn’t with us anymore, by the name of Glenn Reeves. I worked with Glenn about 15 years ago when we were part of a team that created radio station music festivals and sponsorship opportunities throughout the country. Glenn was from the south, and had some very interesting and matter of fact ways of putting things. A couple of my favorite “Glennism’s” include, “it’s all chicken but the gravy” and “it’s not those dang elephants that’ll get ya, it’s the mosquitoes!” Whenever I have a tough day, I think of Glenn and smile. He was an incredible model of the power of a positive attitude.

What makes life interesting?

Top on that list for me is never running out of ways to create challenges for myself, both personally and professionally. Last year I completed a 200-hour training course and received my certification as a hatha yoga teacher because I wanted to learn more about yoga, one of my other great passions. I know that 2013 is going to be dedicated to further professional growth as I co-facilitate this wonderful initiative that the LeadingAge New York Leadership Academy is launching. Learning and the ongoing quest for knowledge and different ways to do the same thing always keeps everything VERY interesting!

What big goal are you striving for in 2013?

My biggest goal for 2013 is to help Baptist Health successfully open the new Judson Meadows Assisted Living Community this summer. I am learning everything I can now about best practices for marketing and promotion from some of the best in our industry to ensure that we have a quick fill up and can provide the top level of care for seniors in our community. Our team has been so focused on this project for almost three years, with the ultimate goal of opening the doors and admitting our first residents in June! We have an ambitious time line related to this opening, so I’ll be calling upon many of the skills I learned in my initial Leadership AAHSA experience I am sure!

Is there anything else you would like to share?

One of the greatest joys I have every day at Baptist Health is that the progressive administration team here allows me to bring my two dogs, Izzie & Kieran, to work with me. I just can’t tell you how much joy these two incredible pooches bring to our staff and residents. I never tire of having residents stop by my office and I love watching their faces light up as they receive a greeting from the dogs. They make regular rounds to the floors. When I do leave them home, I am always inundated with the question, “where are the dogs?” They are known as the PR Pooches at Baptist. Pet therapy programs are a wonderful enhancement to the work that goes on in aging services. I am hopeful that more and more providers will allow and encourage their employees to share their own love of pets with residents. 🐾

Baptist Health System consists of Baptist Health Nursing and Rehabilitation Center; Homeward Bound Transitional Care - A Rehabilitation Program of The Baptist Health System; Family Medical Care; The Nurse Connection Staffing, Inc.; Home Connection Companions; The Baptist Health System Foundation and opening summer 2013 Judson Meadows – An Assisted Living with Enriched Housing Community. Baptist Health Nursing and Rehabilitation Center opened in 1977 and for 35 years has been providing care for seniors and their families in the community.



PR pooches, Izzie and Kieran pose with Santa.



Are you Facing a Fiscal Cliff?

Ami Schnauber, director of government relations, LeadingAge New York

You need look no further than the “fiscal cliff” discussions taking place on Capitol Hill to realize how important your voice is to the political dialogue. As I write this, Congress is considering significant limits on charitable contributions to help reign in the deficit. Every year in the State Legislature, bills are introduced that seek to eliminate the tax exempt status of not-for-profits.

After years of sustained budget cuts in Medicaid, the governor has warned that the state faces a billion dollar budget gap for the upcoming fiscal year. With Medicaid and education making up the large majority of state spending, we can expect to see additional cuts in these areas in the governor’s Executive Budget proposal, due to be released in mid-January.

One of the biggest issues we are facing this year is the implementation of mandatory enrollment in managed long term care for individuals needing long term care. Providers across the continuum are struggling with aggressive timelines, the adequacy of rates of payment and continuity of care.

You know more than anyone the detrimental impact that these changes would have on your bottom line and your ability to expand and maintain quality services. What will that mean to the seniors, frail elderly and disabled people for whom you provide care?

The New York State Legislature’s 2013 session will have lots of new faces. LeadingAge New York is already working to set up meetings with these newly elected legislators to educate them about our mission and our members. It is more important than ever

that legislators hear about the important work you are doing and the daily challenges you face. And, that in spite of all the hurdles, it was our members, – the not-for-profit, mission driven, aging services providers – who opened their doors to the hundreds of frail evacuees during Hurricane Sandy.

Your team in Albany is going to make sure they know that! I hope you will too.

Does your legislator, whether a veteran or new member, understand your organization’s mission and the important role you play in your community – both as a caregiver and an employer?

The new year provides you with a renewed opportunity to connect with your representatives, both on the State and Federal level. Albany lawmakers’ first of order of business will be passing a balanced budget. It will be critically important that you have established a dialogue with your representatives in Albany so that you can easily access them when budget negotiations get underway, and so that they know they should talk to you before passing bills that affect our industry and our mission.

LeadingAge New York has developed a strategy to keep you engaged in our advocacy efforts as the session gets underway and legislators begin examining and negotiating the budget. There are three things we are counting on you to do to help us succeed:

1. Attend Advocacy Day in Albany on Tuesday, Feb. 5 and meet face to face with legislators and their staff.

(See Facing a Fiscal Cliff on page 14)

“Keep an eye on the Advocacy Page of our Web site where you can access our weekly Legislative Bulletin, send letters to legislators, as well as get to know legislators and keep up on the latest political headlines on our Blog.” – Ami Schnauber

Facing a Fiscal Cliff . . . (continued from page 13)

2. Participate in February Fridays: set aside time on Fridays in February to write your legislators expressing your concerns related to budget proposals.
3. March Mondays: call your legislators on Mondays in March to directly express your concerns.

LeadingAge New York will provide you with talking points, draft letters and phone scripts to ensure that we are sending a consistent, unified message. And we will keep you informed of legislative developments as the session unfolds and we have discussions with legislative leaders and key staff.

Once a final budget is in place, we will begin working on a number of legislative proposals to help the long term care system run more smoothly and provide more flexible options for seniors including assisted living redesign, universal worker, life care at home, and housing-plus services. We will also be fighting against onerous staffing mandates. So keep an eye out for additional advocacy opportunities in April, May and June.

Keep an eye on the Advocacy Page of our Web site where you can access our weekly Legislative Bulletin, send letters to legislators, as well as get to know legislators and keep up on the latest political headlines on our Blog.

In the words of Margaret Meade: "Never underestimate the power of a few committed people to change the world. Indeed, it is the only thing that ever has."

LeadingAge New York is more than 570 members strong, serving an estimated 500,000 New Yorkers of all ages. With the experts at LeadingAge New York and all of your voices, we can change the lives of those you care for in a very positive way. 🌱

register now

**LeadingAge New York /
Adult Day Health Care Council**

**Advocacy Day
Tuesday, February 5.
2013**



The New York State Legislature has a lot of new faces this year, and their first order of business will be passing a balanced budget in the face of a \$1 billion deficit. *What impact will budget cuts have on your organization?*

Join us on Feb. 5 to meet with the newly elected legislators and reconnect with incumbent legislators to educate them about the important work you are doing and the daily challenges you face. Make sure they hear from you before passing bills that affect your industry and your mission.

Learn more about this year's Advocacy Day on LeadingAge New York's Website.

Bethel Welcomes Evacuees from Nursing Home in Far Rockaway,

Provides Hot Meals and Showers for Disaster Response Team

The trek from Hurricane-ravaged Far Rockaway ended for 15 evacuees and 30 disaster response personnel when 15 ambulances rolled up to the front doors of Bethel's Nursing and Rehabilitation Center. A waiting team of Bethel's clinical and administrative staff greeted these residents from the Resort Nursing Home in Far Rockaway, as well as their transporters, who were called in from as far away as Michigan, North Carolina and Alabama to help with the tri-state evacuation of citizens most susceptible to the fury of Hurricane Sandy.

These evacuees have been temporarily placed at Bethel as part of Mayor Bloomberg's mandatory evacuation of Zone A, one of the low-lying areas in New York

City to suffer the brunt of Hurricane Sandy's 70+ mph winds and tide surges. The Resort Nursing Home, a 280-bed skilled nursing facility in Zone A, located on 430 Beach and 68th Street in Far Rockaway, is not far from the waterfront



A triage room was set up at Bethel's Nursing and Rehabilitation Center to assess the incoming evacuees to determine their conditions and immediate needs before being taken to their rooms, which had been especially prepared for them earlier in the day.



where the hurricane, as predicted, caused damaging floods and devastation.

Ms. Janet Levine, Administrator of BNRC, explained that she had received a call from Mayor Bloomberg's Office of Emergency Management asking if Bethel could accommodate some of the Resort's residents. Says Ms. Levine, "I told them that, of course, we would do whatever was necessary to make room for their evacuees. We wanted to help in any way we could."

As such, a triage center had been set up so that when the patients arrived, their needs could be assessed and appropriate treatment could be administered as necessary. As the diesel and gas engines of the ambulances rumbled outside, residents were wheeled in, several at a time, for triage evaluation and then taken to their rooms which had been especially prepared for them earlier that day.

It soon became apparent, however, that it was not only the patients who were in need of immediate attention. The disaster response personnel who drove the ambulances to Croton hadn't eaten since early Tuesday morning and hadn't showered since Monday. Upon learning this, Bethel immediately provided them with hot food and hot showers. As mentioned earlier, these emergency responders had come from distant states and had been working non-stop on evacuations since the initial mandate by Mayor Bloomberg. This team of

(See Bethel Welcomes on page 16)

Janet Levine, (left) Administrator at Bethel Nursing and Rehabilitation Center in Croton-on-Hudson gets a hug from one of the Emergency Responders upon being given hot food and access to a hot shower after 72 hours of non-stop evacuation efforts throughout the tri-state area.



15 ambulances pulled up to Bethel's front doors with evacuees from Far Rockaway, located in Zone A of the Mandatory Evacuation Order. The Emergency Responders came from as far as Washington State, North Carolina and Alabama to assist in the evacuation of people in the tri-state area where Hurricane Sandy was anticipated to have the most severe impact.

Bethel Welcomes

(continued from page 15)

professionals displayed graciousness, compassion and selflessness as they went about their duties in the most extreme of adverse conditions, far from their families and homes.

Says Ms. Beth Goldstein, CEO of Bethel, "The heroic measures of the disaster response personnel were very inspiring to all of us. They were stoic, compassionate, and goal-driven to deliver the residents from their safe-keeping to ours."

She continued, "Our mission now is to make our newest residents feel welcome and at home while they are with us. They, and their families, have probably experienced enormous stress because of Hurricane Sandy and we want them to know they can relax now. They are welcome to participate in all of our programs and will receive the same amenities and services enjoyed by our Bethel residents."

The Springvale Inn, Bethel's Assisted Living Senior Residence in Croton, has also opened its doors to six residents in the community seeking respite care from the aftermath of Hurricane Sandy. This is not the first time Bethel has responded to a request from the Mayor's Office of Emergency Management to provide care and shelter for evacuees. Last year, when Hurricane Irene blew through, Bethel accommodated residents from the Shore View Nursing Home in Brighton Beach, also located in Zone A and subject to a mandatory evacuation.

It is not known how long the Resort Nursing Home residents will be at Bethel. "We will provide care and peace of mind to our visiting residents from Far Rockaway for as long as they need us to do so," says Ms. Goldstein. 🌱

Flushing House Distributes Thanksgiving Meals for Hurricane Sandy Relief

By Robert F. Salant

Thanksgiving meals were distributed by the staff of Flushing House to residents of the Dayton Towers on Shore Front Parkway in Rockaway Beach, NY, as well as to local law enforcement, FEMA employees and other Sandy Relief volunteers who were working in the area. The three-building apartment complex, which is home to hundreds of Rockaway Beach families, had been without electricity and heat since Hurricane Sandy struck on October 29, 2012. Some 350 people were served these delicious traditional Thanksgiving meals by Flushing House staff members and volunteers who donated their time and effort towards the Sandy Relief campaign. 🌱



Safe Haven in the Storm

As told by Maria Provenzano, LCSW, MS – Director, Beth Abraham Adult Day Health Program, Bronx, NY

Late on the afternoon of October 29, during the worst hurricane the area's history, I received a call from the sister of one of our program registrants. The sister, a wheelchair bound, total-care female in her 50's, needed to be evacuated from her Silver Beach home, a community located in the Bronx that had been designated an evacuation zone. CenterLight's Beth Abraham nursing home had a bed ready for her but someone had to go get her.

No one knew if the D&J ambulette, the program's contracted provider, could make the trip because of the number of flooded and impassible roads. But Saul Rodriguez,

the D&J manager/driver, was willing to try. There was no way he was going alone so I went with him after promising Sal Manna, security director, that I would maintain contact along the journey. The wind was surprisingly strong and as we got closer to the evacuation zone, the van was shaking and Saul had both hands firmly on the wheel. We could count the number of cars on the desolate road. As we neared the woman's home, the Long Island Sound to our right had already reached the top of the sea wall. But the road was not flooded so we drove on. The speed of the wind intensified and panic began to set in. It was like something out of a movie. The van was shaking, debris was flying, the sound was tremendous.

When Saul got out of the van to help the woman out of her home, he repeatedly screamed at me to stay put. Honestly, I do not know how he stayed on his feet. The wind was bouncing this man around like a rag doll, but there was no way he was leaving an ADHC registrant in this area.

So I did what I was told, my heart beating out of my chest. I went so far as to unclasp my seatbelt thinking I may have to get out of the vehicle in a hurry, even though I wasn't sure where I would go. To be honest, I was scared and didn't want to die in an ambulette. Saul came back with the sister, who seemed much calmer than either of her rescuers, got her into the ambulette, and once she was secured, we all got out of there as quickly as possible.

Saul is a true hero. He did not even think of what would happen to himself, he was only thinking of getting his charge to safety. It wasn't until later that he told me how scared he was and the fact that we had shared that experience was really "something." It WAS "something" and we would do that "something" all over again. 📺

DO YOU KNOW HOW TO PROVIDE EFFECTIVE CARE TO PEOPLE WITH VISION LOSS?



Caring for People with Vision Loss, a 90-minute online recorded webinar.

Discusses the impact of vision loss and shares innovative strategies for nurses to improve interactions and care for people with vision loss. The program includes lecture using photographs, graphics and video clips, and provides a question and answer period from the live presentation.

Developed and offered in partnership with NYS Nurses Association, an accredited provider of continuing nursing credit by the American Nurses Credentialing Center's Commission on Accreditation. This program has been awarded 2 contact hours.

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New York State
NURSES
ASSOCIATION

In the Aftermath of Hurricane Sandy, Visiting Nurse Service of New York Brings Mission-Driven Care to a Storm Ravaged City

By Michael Delaney, associate director VNSNY Marketing Department

Nearly 120 years ago, the first visiting nurse in New York climbed a flight of stairs on the Lower East Side to care for an ill young mother. Then, as now, our mission has been to provide care to New Yorkers at home and in our communities. That mission is never more important than in times of crisis, like the aftermath of Hurricane Sandy.

Industriousness Before the Storm


On Saturday and Sunday, before the storm hit, nurses and nurse managers called patients to see if they would be evacuating, and to make sure those remaining at home had supplies— everything from flashlights to oxygen tanks. Once we knew our patients were safe, we called family members to let them know that their loved ones would be cared for and that VNSNY had emergency systems in place. Partners in Care sent home health aides to move in with high-risk clients so they would have care and companionship throughout the storm and its aftermath.

Boots on the Ground (and the Stairs)

During and after the storm, more than 5,000 frontline staff members were out seeing patients to make sure they were safe. With no public transportation, our staff drove or took cabs, rode bicycles, took to skates or walked—often miles—to see their patients. Some crossed police barricades to provide emergency care to patients. Once they arrived at patients' buildings, they still had to climb pitch-black stairways, flashlights in hand, to see patients.

In addition to medical care, our clinicians also provided a link to the outside world. Many patients were unable to leave their apartments, and with no power, they were unable to get news. Our staff brought them news, food and water, medications and batteries. Through our nurses' considerable legwork, patients were also able to get medications refilled despite lost connections to their usual doctors and pharmacies. VNSNY's response extended to the needs of all community members after the storm. VNSNY CHOICE RVs were stationed throughout the city, distributing supplies, and allowing staff and community members to charge cell phones and other devices.

The Long Road to Recovery

As parts of our city get back on their feet, other areas remain devastated. VNSNY will continue, with our partner organizations, to deliver supplies and medical care where they are needed. A lot has changed since 1893. But one thing has not: VNSNY's commitment to our patients, our region, our home. 

Schervier Nursing Care Center Takes in 17 Displaced Elders Due to Hurricane Sandy Evacuations

Continues to Provide 'Good Help' to Those in Need

Bon Secours New York Health System, Schervier Nursing Care Center, in the Riverdale section of The Bronx, welcomed 17 residents from nursing homes in Queens and Brooklyn who were displaced due to evacuation orders as a result of Hurricane Sandy. Despite the harsh weather conditions and vast power outages, Schervier remained fully operational through the use of generators and its dedicated staff.

"Despite the extreme devastation that Hurricane Sandy brought to the Tri-State area, we continued to ensure that our patients and residents were receiving the proper care and attention needed throughout the entirety of the superstorm," said Eileen Malo, CEO of Bon Secours New York Health System. "As part of our long-standing commitment to provide 'good help to those in need,' we prepared for the admission of evacuated residents from local nursing homes, and were equipped to operate at full capacity. We have been fortunate to be able to provide resources and assistance to our community in this time of need, thanks to our staff that has been working tirelessly to make sure both our existing and newest residents are comfortable and are having their health care needs met."

Schervier called an adverse weather emergency at 12:00 p.m. on Sunday, October 28, 2012, more than 24 hours before Hurricane Sandy was projected to strike. Plans were implemented to transport employees to the facility, due to the shutdown of the transit system, and to house and feed staff for three days. While the facility lost electricity at 2:00 p.m. on Monday, October 29, 2012, its generator supplied power to most of the building throughout the next seven days, minimizing the impact on resident life. Schervier continued its constant communication with the New York State Department of Health, offering open beds in the facility to evacuees and those in need.


Schervier's pre-storm preparation allowed the admission of nine residents from Resort Nursing Home in Far Rockaway, Queens, N.Y.,



on Wednesday, October 31, 2012, and eight residents from Sea Crest Nursing Home in Brooklyn, N.Y., on Saturday, November 10, 2012. Both facilities suffered severe damage and flooding as a result of Hurricane Sandy.

Many of the residents welcomed into Schervier's facility speak minimal English and suffer from dementia, and their families were unaware where they were sent, due to the urgency of the evacuation.

"The entire team did an outstanding job in ascertaining their health care needs, providing them with emotional support during this stressful transition, and in contacting their family members to let them know that they were safe and sound," said Greg Poole-Day, Associate Administrator for Clinical Services. "All of the new residents have made successful adjustments to their new surroundings, thanks to the huge outpouring of support and welcome from the staff, and also fellow residents."

For updates on Schervier Nursing Care Center's initiatives to combat the aftermath of Hurricane Sandy and its other community initiatives, visit its Facebook page at <https://www.facebook.com/SchervierNursingCareCenter>. For more information on Schervier Nursing Care Center and the services it provides, visit <http://www.scherviercares.org/> 

Out of Harm's Way

The Amsterdam at Harborside

As rain battered the Mid-Atlantic region and winds up to 90 miles per hour lashed at darkened homes and offices, life inside The Amsterdam at Harborside senior living community in Port Washington was bustling and cheery as usual.

The Amsterdam sits high atop a peninsula off Long Island Sound and is home to nearly 200 seniors. In the aftermath of Hurricane Sandy, The Amsterdam became a safe haven for more than 100 of its residents' friends and family members, mostly their children and grandchildren. The community also welcomed many of their guests' pets, including dogs, cats and even birds.

How did this community, poised directly in the path of a superstorm that killed more than 100 people and left millions without power, become an oasis for those who had nowhere else to turn?

"Our mission at The Amsterdam is 'We are here to serve,'" said The Amsterdam's Executive Director, Sam Guedouar. "We focused on fulfilling that mission before, during and after Hurricane Sandy, not just for our residents, but for our staff, families, friends and neighbors in Port Washington, Nassau and Suffolk counties and the Rockaway Peninsula."

Life as normal continued at The Amsterdam in part because the community never lost power, but even if it had, backup generators were in place. These generators are permanent at The Amsterdam to provide electricity in any event that would cause the community to lose power.

"It was obvious that Sam and the rest of the staff had done a lot of advance planning to make sure everything would run smoothly no matter what Sandy had in store for us," said resident Sylvia Dunskey. Those precautions included ensuring windows were secured, working with vendors to get food deliveries and other necessities on schedule.

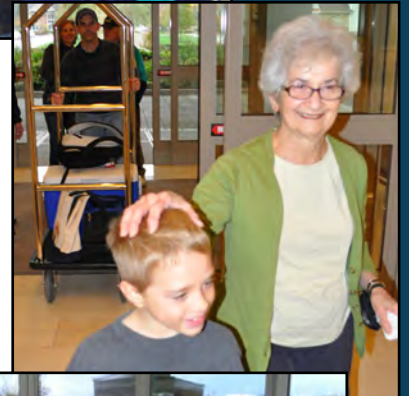
The Amsterdam's staff worked tirelessly to ensure residents and their guests were safe and secure. Staff members in dining services, maintenance and housekeeping all stayed at the community to make certain residents were well cared for. In addition, clinical and professional staff in the Tuttle Center stayed to care for residents in enriched housing, skilled nursing and memory support. Members of the executive leadership team, including Guedouar, were on-site almost continuously the week following the storm.

The Residents Council at The Amsterdam sent out a memo expressing all residents' sincere thanks for staff keeping them "safe, comfortable and well fed during this ordeal." Thanks to the dedicated staff, residents' families and friends were also able to feel safe and comfortable after the storm, and especially enjoyed having hot meals and showers.

Gail Horne, whose mother is a resident of The Amsterdam, said, "The staff and residents of The Amsterdam have been welcoming and showed great concern for everyone at the community. We've gone there almost every day for two weeks, just to warm up, eat and watch TV while we've been without power."

"I'm in the safest place I could be. Moving to The Amsterdam was a wonderful choice I made," said resident Renee Yarmoff. "I never – during the entire storm, no matter what was going on outside – I never felt threatened. I credit the staff and management here for that, and for making us feel very comfortable and reassured."

Although New York has suffered devastating loss at the hands of Sandy, it's situations such as these in which our true colors are revealed. The Amsterdam is one of many LeadingAge New York members who have stepped forward to protect not only our senior residents, but also the citizens of the greater communities in which we live. We're all here to serve. 🌱



The
POWER
OF
COMMUNITY

Parker Weathers the Storm and Helps Those in Need

By Ron Shafran, associate vice president, public affairs and government relations, Parker Jewish Institute for Health Care & Rehabilitation

The residents, patients and staff of Parker Jewish Institute for Health Care and Rehabilitation, of New Hyde Park, NY, remained safe and comfortable throughout the landfall and aftermath of Hurricane Sandy. Parker's programs and services operated normally.

"The dedication of Parker's staff," said Michael N. Rosenblut, President and CEO, "combined with years of careful emergency planning and preparedness drills, to empower Parker, literally, to weather the storm."

In addition to taking care of its own residents and patients, Parker responded to requests for assistance in New York City and Nassau County. Parker cared for evacuees from the Shore View Nursing Home in Brooklyn, St. John's Episcopal Hospital in Far Rockaway, and the Komanoff Center for Geriatric and Rehabilitation Medicine in Long Beach.

Parker became an official Community Voting Center to facilitate voting in the November presidential elections, not only for its own residents and patients, but also for evacuees being cared for at Parker, and for community residents whose polling locations were impacted by the hurricane and subsequent



Lakeville Ambulette helps evacuate residents at the Sea Crest Health Care Center in Coney Island, Brooklyn.

storm. The staff at Parker reacted with great ingenuity and effort by converting the Institute's gift shop into a voting center, since the auditorium space was being utilized to help care for evacuees.

In addition, Parker published and disseminated regular Information Bulletins and established a 24-hour Hurricane Hotline to update surrounding communities on services related to Hurricane Sandy.

As was the case during last year's Hurricane Irene, Parker's medical transportation division, Lakeville Ambulette Transportation, LLC, and its staff, is providing key assistance to many displaced by Hurricane Sandy. 📍

Summary of "Eye's On" Teams for Jewish Home Lifecare

By Bridget Gallagher, Sr. VP of community services, and Laura Radensky, community liaison, Jewish Home Lifecare

As a provider of home and community based services, through our Long Term Home Health Care Programs and our Licensed agency serving New York City and Westchester, our team has become skilled in disaster preparedness – from 9/11 to public transit strikes. But Hurricane Sandy presented a level of severity that had been unknown.

A central focus of Emergency Preparedness for Community-based programs is that outreach is done to all of the patients, with first outreach to those coded as priority. We quickly realized that having "Eyes On" teams would be crucial to visit patients from all of our programs, since our Day Center programs were closed for two days and most home health aides could not get in secondary to public transportation shut downs.

Our goal was to put "eyes on" to check on our patients and bring food, water, flashlights and blankets since even though we called with specific instructions to stock up, many underestimated the impact of the storm.

(See Summary of on page 22)

Taking stock: Metropolitan Jewish Health System

By Jeannie Cross

It will take at least \$20 million in work to restore the 1st floor of Menorah Center for Rehabilitation and Nursing Care in Manhattan Beach. Despite the work needed on the 1st floor, the facility has been able to repatriate many of the 80 evacuated residents to small group dormitory-style rooms created in upstairs dining rooms while the residents whose rooms were not affected dine together at tray tables in lounges across from the nurses' stations. The returning residents, as well as the staff who have welcomed them back, are very happy to be reunited. A few residents did not want to return until their 1st floor rooms are rebuilt and they will remain at other facilities.

More than half of the evacuated residents were transferred to MJHS' Shorefront Center for Rehabilitation and Nursing Care in Coney Island or to MJHS' Muriel and Harold Block Hospice Residence that Health Commissioner Dr. Nirav Shah allowed us to open as a temporary nursing home. Since then, the Block Residence has undergone the first step of its survey to open as a hospice residence; given how hard hit several SNF hospice units and home hospice patients were affected, it's desperately needed. The Menorah ADHC has been closed and does not plan to reopen. Some of its clients moved to our Bensonhurst ADHC, which wasn't affected by Sandy.



Sen. Savino visiting Menorah Center for Rehabilitation and Nursing Care in Manhattan Beach Dec. 14

Despite its location on Coney Island, Shorefront's residential and office space was not flooded, though staff cars in the parking area were, and the facility had to run on generator before the storm to accommodate ConEd, as well as after the storm. Besides the Menorah residents, Shorefront also helped Maimonides and other hospitals with their overflow.

MJHS gave about 156 Menorah and Shorefront staff members whose cars were flooded grants toward buying replacement vehicles (even if their auto insurance covered their loss) and launched a fundraising drive that will enable MJHS to provide grants ranging from \$500 to \$4,000 to more than 100 staff who lost their homes and/or personal effects. The grants are funded through employee, trustee, vendor and MJHS Foundation contributions. 🌱

Summary of "Eye's On" Teams . . . (continued from page 21)

All staff, no matter what their roles, were on the phone every day checking on patients. Patients in need as well as those that we could not reach were part of our "Eyes On" team lists. Staff was quick to volunteer to be part of the "Eyes On" teams, and our nursing home teams became "supply central" as they provided supplies for delivery.

Our staff faced a significant challenge of even physically reaching patients – many of whom lived downtown in high-rise buildings downtown, so that we found ourselves taking supplies to the 23rd floor, the 18th floor, and all floors in between.

Here's one of the many stories from those efforts: A 91-year-old Holocaust survivor on the 12th floor had been visited on Monday by family but by Wednesday her building had evacuated and she refused to leave. She had no phone service and the family had called both the police and nearby shelters. Our team fortunately found her there, still unwilling to leave but pleased to accept supplies. Our wound care consultant nurse became skilled at doing wound care via flash light, nurses paid for prescriptions for patients who needed medications, social workers supported not only our patients, but family members dealing with their own disasters. It was truly a team effort. 🌱

In The New Miracle on Ice

World-class Curling at Sitrin

How has the United States Wheelchair Curling Team become consistently ranked as one of the top five teams in the world after only five full seasons of play?

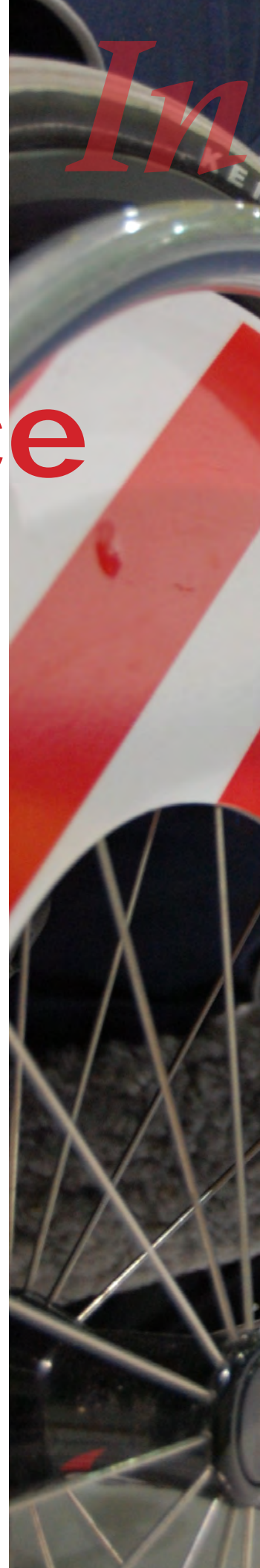
The story is somewhat serendipitous. In 2002, retired physician, Dr. William Rotton, contacted Marc DePerno and asked if he was interested in starting a wheelchair curling team. Though the doctor had no particular experience with the population, he had heard of Sitrin's success with the wheelchair basketball team and was a long-time curler with a passionate love for the game. He wanted to share the experience with others so he invited interested athletes to visit the Utica Curling Club.

Although wheelchair curling was at that time rare in the United States, it fit well within the Sitrin's STARS program (Success Through Adaptive Recreation and Sports) so staff brought some of their existing athletes to the curling club to check it out. Some fell in love with it, while others just didn't like the cold and the slow pace of the game. They very quickly developed a program and world-class curling team that practiced and competed with able-bodied teams. They promoted full inclusion with no barriers.

2003 Soon after the team was formed, Marc learned that there was a similar team located in Belfast, ME that had been together since 2001. The team from Belfast came to Utica to scrimmage with the local team to "show them the ropes." The result was more people became interested in participating and volunteering.

A lot of time was spent building team strength, with the goal of going to Maine during the 2004 season for a national competition to see which team would be

(See Miracle on Ice on page 25)



spire



Miracle on Ice . . . (continued from page 23)

ranked the best in country. The United States Curling Association was asked if they would recognize the sport. The USCA agreed to recognize the sport of Wheelchair Curling but offered no resources at that time but suggested they keep building the teams.

In November of 2003, the four-person Utica team traveled to Maine to challenge the two Maine teams. The winner of the best of five games would win the opportunity to travel to Switzerland in the winter of 2004. In a curling competition, each shot can be a game-changer. As is typically the case, while going into the last round in a good position, one shot changed the game and the Utica team lost their chance to compete as a team at the 2004 World Championships in Switzerland. The trip would, however, have a major impact. The Maine team chose one of the New York state athletes to go with them to Switzerland as an alternate. Sitrin's program got their first internationally recognized athlete on Team USA after less than one year!

2004 By the fall of 2004, the team was ready to win – and they did! This time, the Utica Curling Club hosted the wheelchair

curling national championship with the winner receiving the opportunity to represent the United States at the 2005 World Championships.

2005 Beating the Maine-based team enabled the New York team to participate in the World Championship Games during the winter of 2005. After just two years in existence, the team traveled to Scotland and placed eighth out sixteen teams. That achievement really pushed the team to keep growing. They knew they a real shot at international victory. That fall, they qualified again to go to the international competition, this time the Paralympics, in 2006.

2006 The 2006 Paralympics were held in Torino, Italy and it was the first year that Wheelchair Curling was recognized as medal sport. At that time, only the top eight teams in the world (now 10) were invited to participate. It was the first trip to the “real deal” and it was difficult to keep the athletes focused considering the magnitude of the event and the stakes at hand. They had high aspirations going into the competition, but they came in seventh. While they didn't place where they wanted, it felt great to be competing at

the world level and to be the top team in the United States. It really created a “fire in their bellies,” according to DePerno. In the fall of 2006, they qualified to go to the 2007 World Championships.

2007 They took fifth place at the 2007 World Championships in Sweden. They were moving up! They went on to qualify to the 2008 World Championships in Switzerland.

2008 At the 2008 World Championships they won Bronze! It was the very first medal in United States Wheelchair Curling history. And they qualified again for 2009 international competition.

2009 The World Championships were held in in Vancouver, Canada. Team USA was doing really well. They came out of the round robin segment with good ranking. They lost in the semi-finals against Korea in a very close game that relegated them to the Bronze Medal round. They faced off against Germany and lost in the “shot heard ‘round the world,” according to Marc. “Team USA was sitting pretty with one in the house

(See Miracle on Ice on page 26)



Miracle on Ice . . . (continued from page 25)

(the center circle in a series of four concentric rings) and with six to seven blocking in the front. They should have won. The final stone played by Germany had about a five percent probability of actually knocking the stone out of the house. With only one stone left to play, Germany's competitor hit a stone at just the right angle to hit the right combination of stones to throw the Team USA stone out of the house." Germany won Bronze and Team USA had to settle for fourth. It was quite a disappointment for the team.

competitive advantage. The team's increased national exposure was helping them find and recruit talented athletes. Unfortunately, it also meant that they didn't train together as a team as often. Team organizers realized they needed to find local coaches for the athletes to ensure good training regiments. The measures taken post 2011 international games made a profound impact. The team again qualified for the World Championship in 2012. The measures taken post 2011 international games made a profound impact. The team again

shot. The game went into an extra end and Slovakia beat Team USA. They had missed out again but it didn't stop Team USA from qualifying to go on to the 2013 World Championships.

2013 Team USA will be traveling to Sochi, Russia the site of the 2013 World Championship being held February 15-23, 2013. Sochi will also serve host to the 2014 Olympics and Paralympics. Typically, whichever site gets the nod to host the Olympics (and Paralympics) also hosts the all of the preceding year's world championships using the venues and volunteers. This model serves to test the site capabilities and volunteer strengths and allows a year to make adjustments if necessary.

To prepare for their next international championship, the team has participated in several major international events:

- Summer-Spiel: Team USA, along with Scotland and several Canadian teams, participated in the Summer-Spiel held on Cape Cod. The US team placed third.
- The team competed this fall in Ottawa, Canada and came in fourth.
- They also competed at a major international event in Richmond, British Columbia in late November and placed second.
- Team USA hosted Scotland, Korea and five Canadian teams at the US Open held at the Utica Curling Club in Utica, December 7-9 and ended in fourth place. This was the last competition prior to the international games in February.

For the balance of December and January the team will participate in several High Performance Camps in Utica, Cape Cod and Madison, Wisconsin. These four-day camps focus on the six basic shots that are most often played and on the on-going quest to develop muscle memory. 🏹



2010 2010 marked the next Paralympic winter games, also held in Vancouver. Team USA went into the finals in second place and faced a scenario bitterly similar to 2009, losing to Korea relegated them to the Bronze Medal game where they faced Sweden and lost on the second to last shot. They finished in fourth place, yet again.

2011 The 2011 World Championships were held in Prague, Czech Republic and the newer, less geographically centralized and experienced US team came in seventh. Not to be deterred, trainers launched a full-scale push to identify where they went wrong. Through post-season analysis and interviews, they were able to modify training regiments to help build a

qualified for the World Championships in 2012. Following the 2011 season, three athletes retired from the team leaving the relatively stable composition of the team to change quite significantly.

2012 The World Championship this year was held in South Korea. Team USA was ranked number two coming out of the round robin portion of the competition but oddly many of the top ten teams had the same record of six and three and based on the equation used to determine ranking it bumped Team USA down to fourth place resulting in a tie-breaker game against fifth ranked Slovakia. This brand new team was "very good and very hungry," according to Marc. The two teams played a great game and were tied 5-5 tied on the final

2008

2009

2010

2011

2012

Reaching for the Stars:

Adaptive Sports Programming at Sitrin Medical Rehabilitation Center

Origins

When Marc DePerno began his tenure at Sitrin Medical Rehabilitation Center in 2002, he was asked if he would be interested in starting an adaptive sports program. A therapist with experience working with children with disabilities, Marc had no specific adaptive sports programming experience, but he enthusiastically agreed to take on the challenge.

After gathering information about the rules and the equipment needed, Marc began the adaptive sports program by building the structure of a wheelchair basketball program. Within three months of beginning his job with Sitrin, Marc had the essentials of a wheelchair basketball program in place.

Three significant challenges quickly arose - finding a venue, recruiting athletes and getting them to the program site. Finding a venue proved difficult as potential site owners were fearful that the wheelchair tires would damage the flooring or they would be assuming risk of liability. The Jewish Community Center of Utica graciously opened its doors to the fledgling team and provided a home.

With one challenge met, Mark and supporters moved on to an even bigger challenge - finding athletes. They knew from word of mouth that there were people out there who might be interested in the program. The only way to get word to those potential athletes in a fairly rural area was to educate the community. We needed to “connect the dots,” said DePerno. “We knew our athletes were out there, we just needed to go through the right channels to make them aware of the program.” The strength of Sitrin’s public relations department was leveraged to get the word out through various types of media. The final challenge of getting participants to the site was overcome thanks to volunteer support.

Once the team was developed, Sitrin staff and participants’ friends and family were recruited to play – in wheelchairs – as well, so that there were enough players for the new team to have scrimmages. Each week, participants had a two-hour practice to build skills and develop the essential elements of a team, such as trust and camaraderie. The Sitrin team learned about a team in the Rochester area, the only other upstate New York team. They started playing each other. This gave the participants more opportunities to scrimmage, gaining valuable experience.

The adaptive sports program snowballed from that point. Athletes wanted to do more. They suggested kayaking and canoeing for summer months, road racing and then golf. According to DePerno, “everyone realized that wheelchair basketball had just been skimming the surface of talent and interest.”

In 2002, Sitrin joined forces with the Utica Boiler Maker 15K Race and became the division sponsors for wheelchair athletes competing in the Wheelchair Challenge. This race is an opportunity for local residents with physical impairments to win a custom fitted racing wheelchair, valued at \$2,500. Any individual completing the race in their regular wheelchair in less than two hours and fifteen minutes is awarded this custom wheel chair. According to DePerno, “this type of chair is essential for competing at a high level” and most athletes simply can’t afford to purchase one. The publicity received through Sitrin’s participation as a sponsor in the race also helped to recruit more athletes.

Get off the sidelines and into the game

Sitrin STARS Program (Success Through Adaptive Recreation and Sports) was officially established in 2001 to provide people with physical



Marc DePerno

After just ten years with Sitrin, Marc is wearing many hats. Luckily, Sitrin allows him a flexible schedule in order to accomplish mutually beneficial goals. He is an occupational therapist for the outpatient rehabilitation program at Sitrin, providing both land-based and aquatic occupational therapy. He is the director of the STARS Adaptive Sports program and since 2006 he has been serving as the national director of outreach and development for the National Curling Association for Wheelchair Curling, traveling the country to recruit athletes and build teams. He is also a husband and the father of two young children. 🍌

disabilities recreational program to increase socialization, endurance, balance, strength, coordination, range of motion, and self-esteem. It really took off with the wheelchair basketball program beginning in 2003 and now includes basketball, curling, golf, paddling, biathlon, target shooting, archery and road racing. All of the adaptive sports

(See Reaching for the Stars on page 28)

Straight Talk on Curling

Curling is a sport played on ice where competitors slide stones, called **rocks**, over the ice toward the target, a series of four concentric circles called **the house**. A competition consists of two teams of four players playing against each other. Each game consists of **ends** (rounds) whereby each team has deployed all of their rocks, eight rocks per end, per team. Games consist of eight ends. Points are awarded to the team whose rocks rest closest to the center of the house at the conclusion of each end. The team with the most points at the conclusion of the game is the winner. The game is similar in concept to shuffleboard.



A bonspiel is a native term for a curling completion.

The curling season typically runs from October to March. A small number of curling venues in the United States offer summer ice for the nation's best curlers to train and compete. Canada, for example, has hundreds of clubs that stay open year-round, giving their curlers a distinct competitive advantage. For competitive curlers, the summer months consist of anything that can be done off-ice including muscle strengthening, muscle memory activities and general conditioning.

For those curlers who make the national team, the United States Paralympics funds 100 percent of the costs associated with training and competing at the international level. Those funds cover the majority of all expenses associated with going to World Championships or Paralympics.

However, the training and competitions leading to that stage is quite costly. Only a fraction of that is covered. Other costs are covered through Sitrin's fundraising efforts. The talent of Sitrin's marketing department, foundation and corporate relations staff is invaluable toward covering expenses. 🌱

Reaching for the Stars: (continued from page 27)

programs at Sitrin are open to athletes of any age. The youngest athlete is 10 and oldest is 53. The organizers do structure teams based on each athlete's cognition level and physical needs. The program motto is "get off the sidelines and into the game."

The future looks very bright for this program. In 2009, the Sitrin Medical Rehabilitation Center was officially approved by the United States Paralympic Committee as a Paralympic Sport Club. This really opens the door for future

projects. Currently planning is underway for Camp Sitrin, a military-based rehab facility to meet the physical and mental therapy needs of our military wounded warriors. This project is anticipated to be completed within the next 12-18 months.

Future proposed projects include development of an equestrian therapy program to be used with the military component and general population and the greatest hope, a national Paralympic Training Facility located right on the Sitrin grounds. There are currently only four

recognized training facilities, located in Lake Placid, NY, Colorado Springs, CO, Chula Vista, CA and Birmingham, AL.

The increased visibility and resources offered through the planned expansions will boost census, particularly for veterans because though an official Tricare provider, Sitrin is still the new kid on the block and not the go-to provider – at least not yet. The new facilities and the comprehensive adaptive sports program will offer a lot to the growing number of returning, wounded veteran's. 🌱

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Business Supporting Business: Your Local Chamber of Commerce

Fort Hudson

By Andrew Cruikshank, CEO, Fort Hudson Health System, Inc.

The Adirondack Regional Chamber of Commerce serves more than 1,000 member businesses in Washington, Warren and Northern Saratoga counties. Andrew Cruikshank, CEO, Fort Hudson Health System has served the Chamber as a member of the board of directors for a number of years in various capacities including a term as president. He feels strongly that as one of the largest employers in the Washington County, Fort Hudson Health System has a responsibility to take an active role in supporting the Chamber's goal of establishing a robust economic climate in the region, particularly through small business development and advocacy for business-friendly public policy.

"A robust economy driven by small business improves the quality of life for everyone" said Cruikshank.

Andy has a strong sense of community and believes that helping others succeed will help everyone's business. In addition to a strong commitment to economic development, he has been involved with the Friends of Washington County Hospice since its inception in 2001. The group raises money to provide for the unique needs of hospice patients in the County.

Taking an active role in projects designed to help seniors age well is also a logical place to devote volunteer efforts. For example, Andy serves on the NY Connects Long Term Care Planning Coalition as the Vice-Chair covering the five-county area. With representation from virtually every service agency impacting senior services, the Coalition is dedicated to improving access, expanding knowledge and enhancing coordination of services.

Baptist Health System

By Ruth Tietz, marketing and development director, Baptist Health System

Our local Chambers of Commerce have been tremendously valuable as collaborative business partners. When we began the planning stages of Judson Meadows, our soon-to-be Assisted Living Community that will feature Enhanced Living and ALP Beds, we really needed champions in the community to help us get the zoning approved. Chuck Steiner, President of The Schenectady Chamber, was instrumental in helping us through that process. Chuck attended several town meetings and spoke on our behalf to get the plans approved. He also helped us by facilitating meetings with other community leaders who were particularly helpful during that process. We were so pleased to have him attend and speak at our Judson Meadows Groundbreaking this past October.

Baptist Health System is a member of The Schenectady County Chamber, The Southern Saratoga County Chamber and The Albany-Colonie Chamber of Commerce. I attend many of their networking events and it is a great way to get together with other business people in the community to let them know about all the exciting things we have going on here at Baptist. Several of our sponsors for Baptist Health System Foundation fundraisers have been developed from introductions that resulted from attended those business mixers. 🍷



Chuck Steiner, president, Schenectady County Chamber of Commerce

Medicare DMEPOS (Durable Medical Equipment Prosthetics and Orthotic Supplies)

Competitive Bidding: How it Affects your Skilled Nursing Residents

By David A. Lefkowitz, Director of Customer Relations, Stonebridge Medical

Congress mandated that CMS establish a competitive bidding program for certain DMEPOS items and services in the Medicare Modernization Act of 2003 (MMA). This statute includes provisions that fundamentally change the way these items are paid for under Medicare Part B. Instead of a fee schedule, bids submitted by DMEPOS suppliers will establish new payment amounts.

In 2010, Medicare rolled out Round One of this program in nine Metropolitan Statistical Areas of the country. The areas included:

- | | |
|--------------------|-------------------|
| 1. Charlotte, NC | 6. Miami, FL |
| 2. Cincinnati, OH | 7. Orlando, FL |
| 3. Cleveland OH | 8. Pittsburgh, PA |
| 4. Dallas, TX | 9. Riverside, CA |
| 5. Kansas City, MO | |

The products on which suppliers were required to bid were:

1. Oxygen Supplies and Equipment
2. Standard Power Wheelchairs
3. Complex Rehab Power Wheelchairs
4. Mail-Order Diabetic Supplies
5. Enteral Nutrients, Equipment and Supplies
6. CPAP
7. Hospital Beds and Related Accessories
8. Walkers
9. Support Surfaces

The bidding process resulted in a decrease of the Medicare allowable an average of 32%.

In January of 2013, Medicare opened bidding for Round 2, which added an additional 91 Metropolitan Statistical Areas – most notably New York, Los Angeles and Chicago. Suppliers in these areas now also had to bid to supply the items listed above to Medicare beneficiaries in those areas.

Suppliers are currently awaiting the results from the Round 2 Bid. CMS was scheduled to announce the winning bid amounts sometime in late 2012, though it has not happened to date, though implementation is to take place on July 1, 2013. We are anticipating the bid amounts to be in the same range as those in Round 1, if not even lower.

Effects on Residents of Skilled Nursing Residents

As you know, all of the product categories that have been bid, except for Enteral Nutrition and Supplies would not affect your residents. Traditionally in most facilities, Enteral Nutrition is supplied by an outside provider. These providers were required to submit bids to Medicare to be able to continue to supply your residents with these products.

The effect on your facility and residents is two-fold. First, at this time nobody knows who

(continued on page 32)

Medicare DMEPOS (continued from page 31)

the winning providers are, so you may need to change providers if your supplier is not a winning bidder. That will be true even if you are completely satisfied with your supplier.

Second and more important, many of your facilities are currently using a feed and flush pump to administer the Enteral products to your residents. These pumps, in addition to providing formula also administer water, which is vital for a resident's daily nutritional needs. By using this type of pump valuable nursing time is not spent manually bolusing water thru the g-tube.

Once this program is implemented and the new allowables take effect, suppliers will no longer be able to provide Feed and Flush Pump technology. The administration sets are very expensive. Suppliers are only going to be able to provide Feed Only Pumps. This will require your nurses to bolus additional water to all tube feeders throughout the day. This will add quite a lot of nursing time and will add cost and the potential to negatively affect patient health. Directors of Nursing, in various facilities have indicated that this is a serious problem and concern.

Call to Action

Currently there is a bill in Congress HR6490 that would replace the Competitive Bid Program with a better program designed by leading economists that would be a sustainable alternative. This Market Pricing Program HR6490 currently has the support of 80 House members. Please contact your local House members and ask that they support and sign on to HR 6490. Without your voice, your residents are likely to lose valuable services. 🌱

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By David A. Lefkowitz, Director of Customer Relations, Stonebridge Medical

Spreading the Warmth

Two years ago, Ellen O'Conner, NNORC coordinator & resource specialist for Senior Options for Independence at Fairport Baptist Homes got a call from the mother of an employee telling her she'd like to donate some yarn. The mother was involved with a group connected to one of the city schools and through that connection, she knew many children needed scarves, hats and mittens. She hoped to find some seniors interested in using the donated yarn to knit warm clothing for the children. A group of people from Senior Options for Independence, an aging in-place, Naturally Occurring Retirement Community (NORC), agreed to take on the task. The result was 200 sets of hats and mittens that were distributed via the school social worker to children in need.

Before the hats, scarves and mittens were given to the school children, a gathering was held to bless the warm clothing. Jennifer Castle performed the service and says about the volunteer knitters present at the service, "the ladies who knit didn't want to come up front during the service so they gave a little wave instead. When we tried to gather the women together for a picture after the service most gave excuses like, 'well I only did one hat, or I wasn't even able to finish the gloves I needed help at the end.' The women were so humble but together they were able to make so many beautiful pieces."

Not wanting to miss a great opportunity for intergenerational fellowship, the children's chorus gave a performance during the holiday season for the people living in the facility and for those in the community who did the knitting and crocheting. It created a direct link between the generations with each doing something to help or support the other.

Building a Senior Community, One Tool at a Time

With the exception of a state grant for the Naturally Occurring Retirement Community (NORC), funding Senior Options for Independence at Fairport Baptist Homes and some limited funding from the local governmental agencies that fund our community-based services, there is little government funding for the array of senior services

to help seniors remain in their homes. Additional revenue was needed to continue serving Perinton's seniors through the Senior Options for Independence (SOFI) program, the arm of the Fairport Baptist Homes that reaches out into the community to support seniors who choose to age in their own homes. SOFI provides care management, transportation and life enhancement services. Secondly, SOFI recognized a need to engage community seniors, especially senior men, in a project that would enhance well-being by providing an opportunity to contribute to the community in a significant way.

The leadership team of volunteers created a Tool Thrift Shop, a wholly volunteer-run retail store that accepts donations of tools and hardware and sells them to the community at great prices. The more than 40 volunteers are engaged in activities ranging from managing the retail shop, picking up donations, cleaning and pricing tools, stocking shelves, book-keeping, cashiering, and marketing. The very nature of this enterprise requires building relationships in the

(continued on page 34)




Community Impact (continued from page 33)

community with customers, donors, businesses and volunteers. In the first year of operation, Tool Thrift Shop also connected with a Fairport Habitat for Humanity project and presented the new home owner with the basic tools a homeowner needs and provided a church mission group with tools needed for a rebuilding trip to Central America.

This project is so unique that when creating the business plan, the group was unable to find another project like it across the country. The business plan projected that the business would show a profit by year three but, amazingly, they were covering all of their expenses by the third month and brought in more than \$100,000 in revenue within the first 18 months. The program has had many volunteers both men and women and have succeeded in their goal of engaging men. In fact, several of the men volunteering have said that it gives them a reason to get up in the morning. An added benefit of the program is a component that recycles scrap metal because it generates revenue and keeps tons of material out of landfills.

Life Stories: A Powerful Connection

The Life Stories Project was begun in the fall of 2009 with the Creative Writing Workshop taught by Susan Bielatt at Our Lady of Mercy High School. Twice a year, girls from the creative writing group are paired with seniors for a writing project. Because Fairport Baptist Homes Senior Options for Independence program is a trusted community partner, seniors in the community are willing to be paired as a team with two girls to do in-home interviews. The girls create projects that reflected the seniors' stories.

Projects were presented to seniors at a big celebration where the seniors and the youth reflected on their experience. Members of the school, community and senior's families also attended the celebration. "Focusing on people's stories is important to us. We discovered new facets of people we have known for years, said Ellen O'Conner." "The projects were really creative, continued O'Conner, one team told the senior's story from point of view of one of the many dolls in her collection." 

Sandra Uwiringiyimana's writing after meeting Ruth a senior at Fairport Baptist Homes Senior Options for Independence.

Mr. Strong	Sandra Uwiringiyimana	5/22/12	Senior Stories
Writer's workshop			

INSPIRING

Ruth.
Quiet
Shy
Farm girl

Hardworking
Courageous
Strong

INSPIRING

Like all she went to school,
Unlike many, she worked on a farm.
Chickens.
Gardens,
And all that comes with it
Lived through some hard times and I mean hard.
The Great Depression.
Rationing,
Loosing homes,
lack of food.
INSPIRING.
Not many my age understand this,
But to me, it's clear as day.
Not exactly the same or even the same part of the world.
The Great depression was long ago,
Before I was born,
Before my parents.
Someone explain why I can imagine myself in Ruth's shoes.
I remember not knowins where my next meal would come from,
Watching my parents work until they sweat for a plate of food.
Explain to me why this is.
I have never met anyone who lived through the Great Depression,
But when Ruth told me what it was like, I thought she was describing my childhood.
INSPIRING.
These things are not supposed to happen,
At least not in my generation,
YET THEY STILL DO.
Before I met Ruth,
I thought God just sent misfortunes my way.
That I was the only girl to have it tough,
She lived through World War II you know,
She watched her loved ones get drafted,
scared for their safety.
Before Ruth, I thought I was the only to witness war,
Lose loved ones because of war or worry about safety.
INSPIRING.
I know this seems childish, but it really is true.
I always thought people in America had it so easy, until I met Ruth.
She didn't have a horrible life, that's not what I'm saying.
She has a son, a granddaughter my age.
When you step into her house, you can tell she loves them,
Pictures, paintings of them or by them.
INSPIRING.
Ruth opened my eyes.
To strength,
Judgment,
And courage.
I will not judge before I know,
I will always strive to learn more,
I will appreciate and love what I have,
Just because one is in a situation, it doesn't mean they have always been in that situation.
Thank you, Ruth.
YOU ARE AN INSPIRATION.

Vet-to-Vet Program at Episcopal SeniorLife Communities

CompeerCORPS

CompeerCORPS, in cooperation with The Veterans Outreach Center, Inc., is partnering with Episcopal SeniorLife Communities (ESLC) to match volunteer veterans in the Rochester community with veterans at The Episcopal Church Home. This is a great chance for veterans to share their experiences and build relationships with other veterans. All visits take place on the grounds of ESLC.

The goal of the ESLC Volunteer Program is to provide every resident with the opportunity to build a relationship with an ESLC volunteer. The purpose of the CompeerCORPS Vet-to-Vet Program is to create a supportive network for veterans who could benefit from a peer mentor and other community relationships. Veteran volunteer mentors are matched with a veteran based on interests, age-range, military service and gender.

The program has the following goals:

- Foster a positive return to civilian life after military service
- Broadened interests and hobbies
- Create a spirit of service to the community
- Bridge generational gaps among Veteran eras
- Encourage overall wellness

The program was recently initiated at ESLC and already two veterans have been matched. In time, the program will grow and expand to other ESLC sites. Sam Bolden, a resident at The Episcopal Church Home, has been meeting regularly with volunteer veteran Houston Daniels. Houston was an army private first class during the Vietnam era. Sam was in the Navy and helped clean up Pearl Harbor in WWII after the Japanese attack. The two typically spend an hour per week together, but occasionally it's been longer, especially if they are watching a movie. They enjoy talking and watching movies together.



Volunteer Houston Daniels, veteran from the Vietnam era, stands behind resident and WWII veteran Sam Bolden.

According to Houston, "The first day was kinda tough. Mr. Bolden didn't want to be bothered and was kind of resistant. I thought, 'What can I say to this guy to get his attention?' So asked where he was from – which was in Alabama not far from where my dad is from – and from that point on, it's been great!"

"Mr. Bolden is a great man!," Houston said. "I like being around him. I try to get his insight into different subjects, specifically about Civil Rights. He still remembers a lot of stuff about that time."

"The Vet-to-Vet Program through Compeer is a great program," said Houston. "Anything we can do to help our vets is great. I am committed to this program, and to the relationship with Mr. Bolden for a long time."

When asked about Houston, Mr. Bolden, known at ESLC as Papa Sam, lights up! "We talk about people we know and watch movies. We have fun!" Mr. Bolden views Houston as a friend, and hopes he continues to visit for a long time. Houston feels the same way. When asked to describe Houston, he says, "He's nice!" Sam loves to watch movies, especially musicals, and enjoys doing that with Houston. This week, Houston brought several movies for Mr. Bolden to watch including Western movies which Mr. Bolden also enjoys.

According to Scott Ashley, ESLC Volunteer Coordinator, "Episcopal SeniorLife Communities offers a wide range of unique recreational and volunteer programs. We are pleased to partner with CompeerCORPS and The Veteran's Outreach Center to match veterans with our residents. We anticipate this to be a meaningful initiative for both residents and volunteers, and look forward to many more matches in the months to come."

(continued on page 36)

Honor Flight comes to ESLC

In the spirit of Veteran's Day, ESLC also coordinated a presentation for residents with Honor Flight Rochester, an affiliated hub of the national Honor Flight Network. It is a not-for-profit organization created solely to honor America's Veterans for their many sacrifices. Honor Flight is free to all WWII veterans and to veterans from any era who suffers a terminal illness. The goal is to take every veteran who otherwise would not or could not go, and who wants to fly. Veterans typically fly in the order their applications are received. Medical priorities are the exception. The flying season is April to November.

Honor Flight first flew in May 2005 with six small planes flying twelve WWII Veterans, departing from Springfield, Ohio. In 2006, with

a rapidly expanding waiting list, the program transitioned to commercial airline carriers to accommodate more veterans. That same year Honor Flight partnered with Honor Air in Hendersonville, North Carolina and Hero Flight in Provo, Utah to establish the national "Honor Flight Network" which has expanded aggressively to include cities across the nation. By 2007, official Network hubs had been established in 32 cities, to localize community commitment, operational planning and fundraising.

Today there are more than 70 regional hubs. There are also 8,000 veterans



From left to right: John Burns, VP, Operations of Honor Flight Rochester; Jean Zeller, BLW resident and Marine Corps Veteran; Erwin Lindsley, BLW resident and Marine Corps Veteran; Bonnie Dean, Volunteer, Honor Flight Rochester

located beyond those hubs on a national registry who wait a full year to be called for their Honor Flight. Based on recent statistics, every day we lose more than 1,200 WWII veterans. 🌱

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Community Service Opportunities at Wartburg

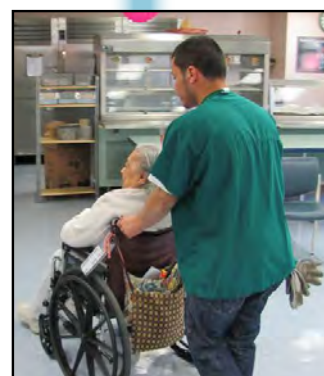
Since the 1990's, Wartburg has had a very unique relationship with The Youth Shelter of Westchester. The Youth Shelter is a program for young men between the ages of 16 and 21 who can get a second chance on life by participating in a mandated residential program in lieu of hard time in county jail or an upstate prison. The Youth Shelter's goal is to educate and motivate its residents – and give them important opportunities for success – through specialized programs and support that help them learn to function as positive, contributing members of society upon their eventual return to their communities.

That is where Wartburg comes in. Wartburg is a 34-acre campus in Mount Vernon NY that includes a nursing home, assisted living, independent housing and an adult day care facility. It also has a very unique and long history in Westchester County. It began in 1866 as an orphanage and remained so until the 1970s. Community Service is a large component of the Youth Shelter Program and its residents have been coming to Wartburg to perform some of that service. Shelter residents come to Wartburg every day after school to work in the kitchen, housekeeping, the Engineering Department, or to help transport residents to activities. The young men typically stay at the Shelter for 6 to 9 months so they become very familiar with Wartburg.

Wartburg staff has become very involved with the program and truly mentor the young men. Shirley Fogel, who supervises their work in the kitchen said, "They are always a pleasure to work with. You would think they are on our payroll." Michaela Byrne, Wartburg's nursing home Recreation Director, calls upon Shelter resident for help with outdoor parties and holiday decorating. In addition to providing community service opportunities, Wartburg is helping these young men in vocational training, thus expanding its commitment to the Shelter and its mission. This is done through Alvin Wade, a recent retiree from Wartburg's Engineering Department, who comes back to the facility during after school hours to teach Shelter residents how to paint and plaster so they have a trade when they return to their communities.

The relationship that has been nurtured through the years has become a very rewarding experience for both organizations. Wartburg has a committee called Wartburg Cares whose activities throughout the year help different community groups through food drives, fundraising to combat malaria in Africa and more. It also does a holiday gift drive every year for a local youth group in Mount Vernon and also for the young men at the Youth Shelter.

Wartburg's impact on the young men is evident as we see them interact with residents in the halls. Wartburg's residents are always happy to see the young men and glad to talk to them. These young men have made mistakes and a judge saw something in them that they believe is worth giving them a second chance. Coming to Wartburg they can see that people do care and want to see them succeed. Wartburg's legacy of assisting all ages continues through this program and we hope it will continue for many years to come. 🌱



Member News

Awards & Achievements

Jefferson's Ferry selected as an awardee in the Health Care Hero Awards program

Long Island Business News (LIBN) announced that Jefferson's Ferry has been awarded its prestigious Health Care Heroes Award in the Health Care Facility Category. Jefferson's Ferry was nominated by Stu Vincent of John T. Mather Hospital.

The Health Care Hero Awards, which was created by the Long Island Business News, was designed to recognize individuals and organizations in the health care industry, which exemplify the meaning of being a hero. Awardees were selected on the basis of nominations, testimonials, and biographical information. Jefferson's Ferry was awarded with this honor during a special breakfast held on November 27, 2012, at The Crest Hollow Country Club in Woodbury.

Long Island Business News President and Publisher John Kominicki said: "The goal is to recognize excellence, promote innovation and recognize those whose tireless work and dedication ensure the well-being of everyone on Long Island."

"We are honored to be recognized by Long Island Business News," said Jefferson's Ferry CEO Karen Brannen. Our not-for-profit mission to serve older people compels us to continue to find new and innovative ways to enhance the lives of the residents who live at Jefferson's Ferry, as well as, older Long Islanders who live in the community. It is a privilege to serve a generation of people who made great sacrifices for future generations."

More information can be found on the pages of the LIBN website, www.libn.com.

Schervier Nursing Care Center Announces "Values in Action" Award Recipients

Bon Secours New York Health System, Schervier Nursing Care Center, located in the Riverdale section of the Bronx, is proud to announce that Patrick Asiamah is the October 2012 Values in Action award winner and Rose Marie Brown is the award winner for November.

The prestigious award embodies the core values of Schervier and is awarded monthly to employees who consistently provide excellent service to residents and the community, and often go above and beyond the call of duty. Asiamah, a certified nursing assistant (CNA) at Schervier, was selected for the award based on nominations from peers.

"Patrick's persistent efforts to ensure his residents are receiving the highest quality of care, have not gone unnoticed," said Stephen Kazanjian, Schervier's Director of Mission. "Patrick is well-deserving of this award, as he is a stand-out CNA who is dedicated, patient, and diligent in his work, and consistently goes above and beyond his duties to spread positivity and kindness to our patients, residents, and staff. Patrick exemplifies the true mission and values set forth by the Sisters of Bon Secours."

Mr. Asiamah was recognized as October's Values in Action award recipient at a ceremony held on Thursday, October 25, 2012. Mr. Kazanjian presented him with a certificate of excellence and awarded him with free lunch for a month.

"Rose Marie has become a staple of our housekeeping department," Mr. Kazanjian said. "She has been influential in the training of new housekeepers, and has been successful

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in instilling a level of confidence in new employees that has truly benefitted everyone at Schervier. She takes pride in what she does and makes everyone around her better at what they do. Rose Marie embodies the reasons we created the Values in Action award. It is dedicated people like her who make Schervier a family.”

Ms. Brown was recognized as November’s Values in Action award recipient at a ceremony held on Friday, November 30, 2012. Brown was presented with a certificate of excellence and small gift.

Schervier Nursing Care Center Awarded Two-Year Grant from Amie’s Place Foundation

Bon Secours New York Health System, Schervier Nursing Care Center, in the Riverdale section of The Bronx, has received a \$58,400 two-year grant from Amie’s Place Foundation to launch a “first-of-its-kind” comprehensive in-patient pet therapeutic treatment program, “Come Mend with Your Friend.” This important initiative will allow vulnerable elderly, who risk losing their pets due to being away from home for a prolonged period of time, to receive comprehensive rehabilitation treatment at Schervier, knowing their beloved pets are safe and with them throughout their recovery process.

Seniors often are admitted to the hospital in a crisis situation and don’t have time to adequately plan for their pets’ care needs. Ideally, a family member or neighbor will help, but there are times when there is no one, leaving people and pets at risk. This grant answers a great need to help keep people and pets together and will establish a comfortable, safe, welcoming area for patients to have their pets close by while they are recuperating from surgery or a serious illness.

Patients will be able to spend therapeutic quality time with their pets throughout the day, which is physically and emotionally healing for both the patient and the pet, and often the staff as well. Depending on the patient’s abilities, caring for their pet will also be included as part of their daily rehabilitation therapy program.

“Documented studies show that people, especially the elderly, heal faster from surgery and illness knowing their pets are safe and with them,” said Gregory Poole-Day, Administrator at Schervier. “We are thankful to Amie’s Place Foundation for aiding our efforts in funding this program, which we believe will significantly increase the quality of care and recovery that we have consistently provided seniors within our community.”

The grant will cover the cost of hiring a certified veterinary technician who will care for the pets on a daily basis and a consultant veterinarian who will also evaluate the health and safety of all new pet admissions. Recognizing the unique relationship people share with their pets, this program will help keep elderly, vulnerable in-patients and their pets together, specifically in crisis situations, while providing quality health care and good help to those in need.

“People and pets have a special bond, but for vulnerable elders, their pet is a life-saver,” said Dr. Paulette Sansone, Grant Writer for Schervier. “Their pet not only provides unconditional love but also companionship, a sense of purpose and a will to survive. They lower blood pressure, reduce pain, anxiety, isolation and despair, and help patients heal faster. There is no question that this program will be of benefit to our patients.”

“Come Mend with Your Friend” allows all domestic pets to stay at Schervier Nursing Care Center, free of charge, while their human companions are receiving in-patient medical treatment and therapy at Schervier. With aid from Amie’s Place Foundation’s grant, the implementation of this new, important program additionally supports Schervier’s mission of providing “good help to those in need” by bringing compassion to health care, while directly

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benefiting the comprehensive medical needs of its elderly patients. The program will launch in January 2013.

For more information on the “Come Mend with Your Friend” comprehensive in-patient pet therapeutic treatment program, or to learn more about all the services Schervier provides, visit <http://www.scherviercares.org/>, its Facebook page at <https://www.facebook.com/SchervierNursingCareCenter>, or call the Admissions Office at (718) 884-5100.

Wartburg Appoints David Michael Hahn to Board of Directors

David Michael Hahn, Head of School, the Long Island Lutheran Middle & High School, has been appointed to the Board of Directors of Wartburg in Mount Vernon, NY.

“Mr. Hahn brings a breadth and depth of experience in strategic planning, capital campaigns, construction oversight and fund raising that are important assets for Wartburg at this exciting juncture in our history,” said David J. Gentner, president and CEO of Wartburg. “As we become a nationally recognized, fully-integrated provider of care and housing to seniors, we welcome not only his business acumen, but his knowledge of and longtime involvement in community and church programs.”

“I’m delighted to join the board,” said Mr. Hahn. “Wartburg is on the cusp of providing the type of comprehensive care for seniors that can be a model for other organizations who are seeking innovative and effective ways to care for our rapidly growing elderly population. It’s exciting to part of that.”

As the head of two faith-based, college-preparatory schools serving 840 students, Mr. Hahn helped raise more than \$23 million for campus development, supervised construction of five buildings and an athletic field and stadium, and spearheaded raising funds and managing assets of \$6.5 million for the school’s Memorial Endowment Fund.

Mr. Hahn is the chief executive officer for the Lutheran High School Association of Nassau and Suffolk Counties, which is operated by 20 Lutheran congregations.

In addition to his administrative duties, Mr. Hahn teaches elective public speaking course to 12th graders, and leads annual student tours in the United States, Europe and Latin America.

Mr. Hahn earned a Ph.D. in Educational Administration at the University of Minnesota in 1992 and attended Harvard Business School’s Executive Education Program: Strategic Perspectives in Nonpublic Management in 2005.

Among his church and community activities, he is: a faculty member of the Van Lunen Institute, Calvin College, Grand Rapids, MI; a trustee of the Daphne Seybolt Culpeper Foundation, New York City; past board member and past president of the Association of Lutheran Secondary Schools; member, New York State Association of Independent Schools; and past board member, Habitat for Humanity, Suffolk County.



Seniors in Glenville, NY Will Soon Have More Options in Assisted Living as Judson Meadows has Broken Ground

Construction has begun on Judson Meadows, an Assisted Living Community which is the latest addition to The Baptist Health System Family. Baptist Health received a \$3.47 Million Heal Grant for this project in 2010 and the remainder has been financed through M&T Bank.

A “Ground Breaking Ceremony” for Judson Meadows took place on Friday, October 19, at the construction site at 39 Swaggertown Road in Glenville, NY. The land is the

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former home of The Horstman Farm, where many from the community have enjoyed picking strawberries and partaking in other fresh produce grown there throughout the years.



"We are currently in discussion for ways to implement the vegetable farming culture and heritage of this land into a program or activity for the residents who will live at Judson Meadows thus keeping the legacy of this rich farm land very much alive for the community," said Ruth Tietz, Director of Marketing/Development for Baptist Health System.

This community will feature 67 apartments in a variety of studio, one bedroom, two bedroom and semi-private units. The residence will accommodate 72 people. Ten of the residents will be reimbursed under The New York State Assisted Living Program (ALP) which is a Medicaid-

financed program. The other 62 individuals will be able to enjoy a range of services based on their needs. Coverage for private-funded assisted living starts at \$3,545- a month. Tiered levels of care plans will be available to accommodate a full range of medical and social needs.

The décor will be vibrant and boast many amenities and unique qualities that will make residing there a safe and delightful experience for aging adults. Antonio Alotta, Associate Administrator added, "We are absolutely thrilled as a long term care provider with a proven track record of caring for the elderly to provide this level of care to our aging community."

The Baptist Health System Family includes, Baptist Health Nursing and Rehabilitation Center (Long Term Care), Homeward Bound Transitional Care (Short Term Rehabilitation) Family Medical Care (Primary Family Care), The Nurse Connection Staffing, Inc. (Nurse Staffing Agency), Home Connection Companions (Social Model of Homecare), and The Baptist Health System Foundation and now Judson Meadows (An Enriched Housing Program). Timothy Bartos is the President and CEO of The Baptist Health System.



Peconic Landing honored by LeadingAge New York

Innovation of the Year Award presented for Community Connection program established to improve quality of life for those who live and work in region

LeadingAge New York recently presented the 2012 Innovation of the Year Award to Peconic Landing for its social accountability program, Community Connection.

Presenting to the lifecare community, Kristen Myers, LeadingAge New York senior director of member services, said: "The goal of this initiative is to be applauded for two fundamental reasons: it recognizes that non-profits have a role in effecting change within the greater community and that, as a society, our older citizens have a wealth of knowledge and are an amazing resource, not only for guiding future generations but for building a better society. Community Connection is designed with the recognition that together we have more – more resources, more knowledge and more time – the biggest commodity in today's multi-tasking world."

Community Connection integrates categories of stakeholders for a common goal: to improve the quality of life for those who live and work in the region, including Peconic Landing's own employees. In 2011, 117 programs were offered and 7,341 people served in its six areas of partnerships: school/education, arts and culture, business, healthcare, community enrichment and charitable giving.

"This award is truly a testament to all those whose creativity, vision and hard work make Community Connection a success," said Robert J. Syron, Peconic Landing president and CEO. "Working in concert with other organizations with shared missions and goals, we are able to develop programs that were previously not available in the community or were financially

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prohibitive for a single organization to offer, such as ballroom dancing, African drumming and music appreciation. Through this integrated approach of partnerships, we're able to function on a minimal budget and utilize existing staff and resources."

A sampling of Community Connection activities includes job shadowing, mentor programs and scholarships for area high school seniors; and concerts, plays, lectures, juried sculpture shows and the routine simulcasting of events direct from New York City's 92nd Street Y, all open to the public.

Peconic Landing's May Mile and 5K Race has raised more than \$125,000 for the local fire department over the past five years. The business community also joined together in 2011 to thank active military and veterans for their service by making donations and hosting a wedding free of charge to a deserving military couple at historic Brecknock Hall.

Peconic Landing jointly and individually hosts community health initiatives and health education forums, and supports fund drives and community-wide strategic planning efforts to encourage healthy living and access to quality care. It also offers opportunities for local residents as well as Peconic Landing residents and staff to enrich their physical, emotional, occupational and recreational lives through a wide variety of classes ranging from professional development, college financial aid, photography and jewelry making to aerobics, pilates and sessions with a personal trainer.

Charitable giving spans the entire organization and includes not only monetary donations but the giving of a most valuable asset: staff and management's time volunteering with not-for-profit organizations. Peconic Landing hosts fundraisers for local charities; sponsors toy, clothing and food drives; provides meeting space for local not-for-profit organizations at no charge, and has supported a local food pantry with food donations on a weekly basis.

For more information about Peconic Landing and all of the partnerships and programs for which it has become so well known, please visit www.PeconicLanding.org.



Happenings

An Open Letter to the NewtownPatch from residents of Menorah Center for Rehabilitation and Nursing Care

Our hearts were broken when we heard the tragic news that occurred in your town. Like many around the country, we felt a need to do something to show our love and support to you.

Menorah was very much affected by Hurricane Sandy. Some of us were evacuated to other facilities. The move was a very difficult one because many of us are in wheelchairs and are in our 80's and 90's. Plus, we were separated from the staff and the people who are so familiar to us.

And, many of the staff lost their own homes and cars to Sandy. (We are grateful that they worked around the clock to care for us during and after the storm.) Thankfully, everyone has been returning to Menorah after losing many personal items, and for some everything they owned.

This includes family photos and so many other personal mementos.

In spite of our losses, we put our sadness aside to express the sorrow we have in our hearts for the loss of your town's children and teachers.

When Helen Muller, our therapeutic recreation leader, read some of what we wrote to you, she was very touched, especially because it's hard for some of us to write...arthritis! But we kept at it because we wanted to let you know how much we care.

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Today is the first day back at school for Newtown students and teachers.

You are in our thoughts and prayers.

Some residents also wrote handwritten notes that you can see at
<http://www.facebook.com/MJHS01>.



The winning team during the hunt for answers throughout the NYS Museum at the 2012 Daughters of Sarah Mystery Challenge comprised (from left) Joseph Storch (mostly hidden), Naomi Krakower Storch, Jeff Stagg, Andrea Stagg, Anne Fass, Laura Jacobs, Diane Rosenbaum, Dave Bates, and Wendy Kay Bates.

Daughters of Sarah Mystery Challenge Raises Over \$102,000 and Attracts Record Number of Under 40s

More than 200 people attended Daughters of Sarah's seventh annual "Mystery Challenge" fundraiser held on Saturday evening, November 17. The evening set new records in attendance and financial gain for the non-profit, multi-level elder care organization. Thirty percent of the record number of guests was under age 40 – a 10% increase over last year. The event netted more than \$102,000, the highest amount in the event's history.

The Daughters of Sarah Jewish Foundation created the fundraiser for Daughters of Sarah Senior Community, (www.daughtersofSarah.org), comprising The Massry Residence at Daughters of Sarah, a gracious assisted living facility, and Daughters of Sarah Nursing Center, a single-floor, all-private-room nursing home which, in addition to offering skilled nursing and rehabilitation to its long-term residents, offers outpatient and short-term sub-acute rehabilitation in The Rehabilitation Center at Daughters of Sarah, Greatdays Adult Day Health Program, and Respite Care to all adults in the Capital Region.

Veterans Honored by St. Johnland Nursing Center

St. Johnland Nursing Center honored more than 20 of its residents who are veterans of World War II and the Korean War at a special luncheon. They were joined by Marine Corps reservist, New York City firefighter and Smithtown resident Sam Erwin and his daughter Christine. They personally thanked each veteran and presented each with a St. Michael's medal in recognition of their outstanding service.

Keith Chadwick retires

Long-time LeadingAge New York member and leader, Keith Chadwick has retired from United Methodist Homes. A reception to celebrate this milestone was held on November 1, 2012 at the Riverwalk Hotel & Conference Center in Binghamton. Several LeadingAge staff were able to attend to honor Keith for his years of service and dedication to the association. Everyone at LeadingAge New York wishes Keith a wonderful, long and happy retirement!

Equipment available: A member has updated their IT systems and has some free equipment available including a router, firewalls, tape drives, servers, desktop phones and more. If you are interested contact: Richard Pineda, senior systems director, Edutek Ltd @ Amsterdam & Harborside, 212.531.7884 or via cell phone at 917.945.7832.

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LeadingAge New York News

Ignite Your Leadership Flame!

LeadingAge New York is set to launch the New York-based Leadership Academy. This transformational leadership platform is designed to foster growth and relationships among our next generation of leaders within New York's non-profit providers of care, housing and service to seniors. The program is well into the planning process and the Steering Committee has been formed. Members of the Steering Committee are Laurie Mante (Community Hospice of Rensselaer County), David Gentner (Wartburg), Matt Anderson (The Osborn), Bob Meyer (The Harry and Jeanette Weinburg Campus), Ruth Tietz, (Baptist Health System), Ami Schnauber (LeadingAge New York), Kristen Myers (LeadingAge New York) and Nancy Caban (LeadingAge New York) serves as administrative support to the Academy. The 2013 program will be facilitated by nationally renowned consultant Michele Holleran, of DeArment Consulting, and Ruth Tietz. Coaches will include David Gentner, Laurie Mante and Bob Mayer.

This program is modeled on national and other state leadership programs – most designed by consultant Michele Holleran – but will focus on topics of interest to New York members. Applications will be available in early February 2013. For more information, please contact Kristen Myers at kmyers@leadingageny.org.



Second annual virtual art exhibit and competition

Members and their families were invited to vote for their top three works via LeadingAge New York's Facebook page and this year there were close to 250 votes.



Win Instant Success

Zheng Yu Chen, 84

Parker Jewish Institute for Healthcare and Rehabilitation, Lake Success, NY



Autumn's Blazing Colors

Elaine Bahn, Milton Ferry (91), Ruth Flowers (87), Patricia Godwin, Joan Looby (82), Mildred Marsden (102), Agnes Modinos (101)

The Friendly Home, Rochester, Rochester, NY



Summer Time

Aune L. Knuutila, 92

Beechtree Care Center, Ithaca, NY

LeadingAge New York Adviser staff wins award

On February 7, the *Adviser* staff of Kristen Myers, Kathie Kane and Noreen Hiltsley-Mosher will receive the **2012 ESSAE Association Excellence Award for Publications**. This award recognizes achievements by an ESSAE member for a particular project, idea, publication, practice or membership service instituted in the last 24 months. The *Adviser* magazine was selected because of its excellence as a benchmark for other associations to model when developing appealing and high-draw materials. The panel was truly impressed with the content of LeadingAge New York's redesigned *Adviser*.



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Welcome New Members

Colonie Senior Service Centers

Sheehy Manor

Welcome New Associate Members:

James P. Bodine, BB&T Capital Markets

Jane Bello Burke, Hodgson Russ LLP

Jennifer Cecora, ArcWell Medical

Virginia MacCallum, Purcell Construction Corporation

Frank Mandy, LCS

Erica McArdle, Harmony Health Care International (HHI)

Anita Vitallo, Medical Staffing Network

Upcoming Conferences

March 20-22, 2013:

Housing Professionals Annual Conference

DoubleTree Hotel by Hilton Syracuse

April 11-12, 2013:

ADHCC Annual Conference


Villa Roma Resort and Conference Center,
Callicoon

May 20-22, 2013:

Annual Conference & Exposition

Saratoga Hilton Hotel & Conference Center, Saratoga Springs



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