



THE FRIENDLY JOURNAL

50 years
LINDEN KNOLL
 1975-2025

Linden Knoll Marks 50 Years of Independent Living with Festive Celebration

Our groovy leadership team and Residents turned back time during a totally far-out 70s party! From bell-bottoms to tie-dye, everyone got into the spirit, proving that fun and community are always in style at Linden Knoll.



Friendly Senior Living proudly celebrated a golden milestone this year: the 50th anniversary of Linden Knoll, our beloved independent senior living community located next to the Friendly Home.

When Linden Knoll opened its doors in 1975, it was designed to meet the needs of older adults who wanted to live independently, while enjoying the security of optional support and the warmth of community. With 148 apartments, it quickly became a welcoming home for seniors who valued autonomy, friendships, and peace of mind.

Over the years, Linden Knoll has grown into much more than a residence — it has become a vibrant, caring neighborhood. Residents enjoy a variety of thoughtful amenities: beautifully-landscaped grounds (including a gazebo overlooking the creek), cozy gathering areas, a wellness and exercise room, a library, a



convenience store, and a University of Rochester Medicine Higi Smart Health Station that helps monitor key health measures. Together, these features create an environment that supports wellness, social connection, and quality of life.

In June, Residents, families, staff, volunteers, and friends gathered for a lively celebration to honor Linden Knoll's golden anniversary. The 1970s-themed party paid homage to the decade of Linden Knoll's founding and included festive food from the era, dancing, raffles, a memorabilia table, and a photo booth. A DJ kept the energy high with favorite hits from the '70s, and guests filled the Linden Knoll rose gardens with laughter, smiles, and stories from years past.

The program included remarks from Friendly Senior Living leaders, who reflected on the history of Linden Knoll and shared their excitement for its future. "For fifty years, Linden Knoll has enriched the lives of its Residents and families by fostering meaningful connections and delivering quality, resident-centered living," said Glen Cooper, President and CEO of Friendly Senior Living. "We are grateful to everyone who has been part of this journey, and we look forward to many more years of living well together."

The celebration was more than just a party — it was a testament to the legacy of Linden Knoll, built by generations of Residents, families, staff, and supporters. And while the past 50 years have been remarkable, the spirit of the day pointed toward a future filled with promise.

As one resident summed it up beautifully: "It is a joy to live here."

Here's to 50 years of community, care, and connection — and to the many more milestones ahead.



Staff members got in the groove with 70s-themed fashion and accessories. There was even a memorabilia table with items that brought the past to life.



ROCHESTER IN 1975

KODAK WAS KING

Eastman Kodak was still Rochester's largest employer, with over 60,000 people working locally. The company had just released its new line of instant cameras to compete with Polaroid.

DOWNTOWN BUZZ

Midtown Plaza, America's first indoor urban shopping mall, was still a popular gathering spot for shopping, dining, and even indoor ice skating.

A NEW LOCAL TREASURE

The Strong Museum (today known as The Strong National Museum of Play) was founded in 1969 and opened its first exhibits in the mid-1970s, bringing new cultural opportunities to the city.

SPORTS EXCITEMENT

The Rochester Red Wings, the city's beloved minor league baseball team, played at Silver Stadium on Norton Street — drawing crowds all summer long.

GAS PRICES & POP CULTURE

A gallon of gas cost about 57 cents, and Rochester moviegoers lined up to see *Jaws*, the summer blockbuster of 1975.

Assisted Living Week at Glenmere was a hit, celebrating ageless adventures!



Ageless Adventures brought our Residents together with their grandkids at a grandparents' social. We had "Glam It Up" day and played team-based Wii.

(left) The Andrus Family (Mike, Jennifer, and their mom, Noelle) having a little friendly family bowling competition. Noelle is clearly loving it!



(left) Staff members and Residents did a team-based get-to-know-each-other BINGO game. Bill Neal and Tiffany Kernehan learned a bit about each other!

(right) Staff members and Residents adventured to the 60s with hippie day and spent some time tie-dying t-shirts for a wild Friday. The most peace-filled of all that day were Tami Sherman and our Director of Assisted Living, Rebecca Priest, who channeled their inner free spirits!



(left) Staff members and Residents adventured on a crystal bowl sound journey together, expanding their minds and experiences! One resident shared that it was a profound experience!





A JOYFUL BEGINNING AT LILY BROOK

July 24 was a day filled with smiles, laughter, and a true sense of community as Friendly Senior Living celebrated the grand opening of Lily Brook, its newest independent senior living community.

The ribbon cutting was more than just a ceremony — it was a gathering of neighbors, friends, and partners honoring both the rich history of the Sisters of Saint Joseph and the exciting new chapter unfolding on their beloved campus. Guests toured the bright, thoughtfully-designed apartments, mingled in welcoming common spaces, and shared stories with members of both the Sisters of Saint Joseph and Friendly Senior Living families.

"We are honored to carry forward the tradition of care, compassion, and community that has long been associated with the Sisters of Saint Joseph and this location," reflected Glen Cooper, President and CEO of Friendly Senior Living. "Lily Brook is more than a residence. It's a place where individuals can thrive, connect, and enjoy life on their own terms."

Already, Residents are settling into spacious apartments complete with modern finishes, walk-in showers, and cozy, modern kitchens. Whether enjoying coffee with a neighbor, strolling the walking trails, or joining a fitness class, Lily Brook offers countless ways to feel at home.

The apartments are buzzing with new beginnings, and as the community continues to grow, more neighbors are welcomed in every day.

For more information, visit LilyBrook.org.

(above) Cutting the ribbon and welcoming everyone to Lily Brook are (from left to right): Michael Perrotta, Senior Vice President of Housing, Executive Director of Cloverwood and Linden Knoll; Glen Cooper, President and CEO; Jean Maess, Board Member, Friendly Senior Living Board, and Chairperson, Cloverwood, Linden Knoll, and Lily Brook Board; David J. Whitaker, Past Board Chairperson, Friendly Senior Living; Tiffany Taylor, Executive Director, Lily Brook; and, Sister Mary Louise Mitchell, Sisters of St. Joseph of Rochester Congregational President.



Friendly Senior Living President and CEO, Glen Cooper, addresses those in attendance for the Lily Brook Grand Opening.



David J. Whitaker, 1942 - 2025

In Memoriam: David J. Whitaker *Longtime Leader and Friend*

It is with deep sadness that we share the passing of David J. Whitaker, a cherished member of the Friendly Senior Living family and a remarkable community leader.

David's relationship with our organization spanned more than five decades, beginning in the late 1960s when he first offered his time and talents as a volunteer. His unwavering dedication grew into a lifetime of service. For over 10 years, David served as Chairman of the Friendly Senior Living Board of Directors, guiding our mission with wisdom, vision, and compassion. Most recently, he and his wife Stephanie co-chaired the Friendly Senior Living Capital Campaign, a role they embraced with extraordinary commitment and generosity of spirit.

David's impact extended far beyond our walls. He served on numerous boards and committees throughout the Rochester community, always demonstrating the heart of a true servant leader. His thoughtful leadership, humility, and steadfast belief in service to others inspired all who had the privilege of working alongside him.

We are profoundly grateful for David's leadership, friendship, and dedication. His legacy lives on in the many lives he touched and the strong foundation he helped build for the future of Friendly Senior Living.



2025 ANNUAL APPEAL

Donate to our 2025 Annual Appeal to directly provide critical support for seniors in their most vulnerable years.

Scan the QR code or visit www.friendlyseniorliving.org/sams-story to view Sam and Cathy's video testimonial.



SAM'S STORY:

Finding Comfort, Community, and Peace of Mind

Sam Soprano has always cherished time with his grandchildren and great-grandchildren. But when living at home became too difficult, Sam and his family turned to the Friendly Home — and found more than just care. They found community, safety, and peace of mind.

Sam recalls the turning point: "I kept falling in front of the children. It was discouraging." His daughter, Cathy, agreed. "We were always worrying. It just wasn't safe. We didn't get a chance to simply visit with our dad — it was stressful."

Moving to the Friendly Home changed everything. "It was the best move we made," Sam said. "It's very homey. My family feels comfortable knowing I'm comfortable here. That's a big thing." Cathy added, "Everybody is so good to him — and he's doing so much better. He's our dad again."

Sam now enjoys a full life — attending Rosary, cocktail hour, concerts, and connecting with new friends. His story reflects what Friendly Senior Living has provided for over 175 years: compassionate care, meaningful connections, and dignity for every person we serve.

Your support makes this possible. A gift to our 2025 Annual Appeal helps us expand programs, support caregivers, and create vibrant communities for seniors like Sam.

Give today at www.friendlyseniorliving.org/donate-now and select the 2025 Annual Appeal Fund. Together, we can honor every senior and empower every caregiver.

MEMORIALS

The Friendly Home is most grateful to the families of Members who have chosen to designate the Home as a recipient of gifts in memoriam and to all the thoughtful donors to the Memorial and Staff Appreciation Funds from March 1, 2025 – September 30, 2025.

All gifts given *In Memory of* or *In Honor of* an individual through the Home's Annual Appeal will be acknowledged in our Annual Report.

(Individuals honored or memorialized are indicated in red print, and in alphabetical order by last name.)

In Memory of Sally Clark

Mrs. Sally S. Whitbeck

In Memory of Andrew P. Donovan

Mr. Michael Tomaino

In Memory of Estelle Guardino

Mr. and Mrs. Philip J. Ternullo

In Memory of Jean Hryunak

Mr. and Mrs. Brian J. Bennett

Mr. and Mrs. Salvatore J. Cavallaro

Mrs. Suzanne Kingsley

In Memory of William R. Kingston

Mr. Ronald Kingston

In Memory of Elene Morris

Mr. Gary Morris

In Memory of Ann Page

Ms. Coralie B. Hoselton

In Memory of Elizabeth Sharps

Mrs. Caroline Bossalini

Ms. Nancy Cowan

In Memory of David J. Whitaker

Ms. Margaret Boucher

Mr. and Mrs. Glen Cooper

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Mrs. Mary P. Gulick

Ms. Patricia A. Hainen

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Mr. and Mrs. William L. Shaw

Mr. Michael Tomaino

Mr. and Mrs. James Townsend

Mrs. MaryAnn Whitmore

In Memory of David (Jamie) Whitbeck

Ms. Susan Scheible

In Memory of Elaine Zinnecker

Ms. Sharon Harrison

The Score Association

1849 SOCIETY
FRIENDLY SENIOR LIVING

A Legacy of Friendship

Since 1849, Friendly Senior Living has been committed to providing compassionate and excellent care and services to seniors. Friendly Senior Living has evolved into a continuum of caring communities, remaining true to the roots established by our founders. Our non-profit mission is centered around serving every senior who calls one of our communities home with the utmost dignity, respect and care that they so richly deserve. As we look to the future, we know that this mission will continue to thrive with the support of generous individuals like *you*.

The **1849 Society** recognizes those who include Friendly Senior Living in their estate plans, whether through a bequest, charitable gift annuity, trust or other planned giving options. Your participation in the 1849 Society is a wonderful way to leave a legacy while helping to ensure that we can continue to provide exceptional care for generations to come.

For more information, please contact Friendly Senior Living's Development Department at (585) 789-3154.

STAFF APPRECIATION FUND

In Appreciation of Morgan Place Staff

Mr. Robert C. Kleinhammer

*In Honor of the Friendly Home
and Linden Knoll Staff*

Mrs. Joyce Welkley

In Memory of David J. Whitaker

Mr. and Mrs. Paul Abbott

Mr. Fred Smith



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Editor: Todd Pipitone

STAY CONNECTED

There are many ways to stay connected with Friendly Senior Living! Follow us on Facebook for updates, pictures and news about the Friendly Home, Lovejoy Transitional Care Center, Linden Knoll, Lily Brook, Cloverwood and Glenmere. Read the Friendly Senior Living blog for tips from in-house experts. Check out our YouTube channel for videos, too!



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www.FriendlySeniorLiving.org/blog

OUR MISSION: *Friendly Senior Living is a non-profit continuum of innovative and dynamic services for seniors. We embrace independence and personal choice in a culture of excellence where we live our values – always.*

OUR VALUES: *Friendship • Teamwork • Compassion • Excellence • Integrity • Customer Focus*