



THE FRIENDLY JOURNAL



MICHAEL PERROTTA

Friendly Senior Living Announces Promotion, New Members of Leadership Team

Michael Perrotta has been promoted to **Senior Vice President of Housing & Executive Director of Cloverwood Senior Living and Linden Knoll**. Perrotta joined the organization in 2014 as the Friendly Home's Vice President & Administrator. During his tenure, the Friendly Home consistently achieved outstanding quality outcomes and recognition as a top provider of skilled nursing and short-term rehabilitative care.



AMANDA D. BROWN

Amanda D. Brown has joined Friendly Senior Living in the role of **Vice President & Administrator of the Friendly Home**. She brings over 20 years of experience in senior care, health care management and culture change. She previously served in leadership positions at Park Ridge Living Center, Kirkhaven and, most recently, Fairport Baptist Homes.

Debra Lester, BSN, RN, RNMH, RAC-CT, DNS-CT, is the new **Director of Assisted Living at Glenmere at Cloverwood**. Her previous experience includes Director of Nursing at Fairport Baptist Homes, as well as various clinical nursing positions at Rochester Regional Health.

"I couldn't be more excited to work with these highly experienced, top-notch senior living and health care professionals," said Glen Cooper, President & CEO. "Our team is stronger than ever as we work together to continue and build upon Friendly Senior Living's long tradition of excellence, compassion and mission-driven service."

SAVE THE DATE

Wednesday, October 18, 2023 at 5:30pm
George Eastman Museum

Friendly Senior Living's annual "friend" and "fund" raiser is back in person this year! Stay tuned for more details.



DEBRA LESTER

FRIENDLY HOME RECEIVES TOP MARKS!

The Friendly Home is dedicated to providing excellent and compassionate care to the older adults we are privileged and honored to serve. We are very proud that the tremendous work performed by our staff has been recognized as top quality by both *Newsweek* and *U.S. News & World Report*.

On *Newsweek*'s list of **Best Nursing Homes 2023**, the Friendly Home was ranked #1 in Monroe County and Upstate New York, and #2 in the state out of over 600 nursing homes in New York. This recognition places the Friendly Home in the top 4% of nursing homes in the entire country.

Named a **Best Nursing Home 2022-2023** by *U.S. News & World Report* for both long-term skilled nursing care and short-term rehabilitative care, the Friendly Home is among only 16% of skilled nursing facilities in the United States to achieve this coveted designation.

"For nearly 175 years, the Friendly Home has been a leader in providing outstanding care for seniors. We are extremely pleased to be ranked so highly among the very best nursing homes in the country, the state and the county. This recognition of quality care is a reflection of Team Friendly's hard work, both hands on and behind the scenes," said Glen Cooper, President & CEO of Friendly Senior Living.



Congratulations!



LORI PELLICANO

The Friendly Home is very proud to announce that Lori Pellicano, Assistant Director of Nursing & Infection Preventionist, has been selected by the *Rochester Business Journal* as a 2023 **Health Care Heroes** recipient. Health Care Heroes awards recognize excellence, promote innovation and honor the efforts of individuals and organizations making a significant impact on the quality of health care in Rochester.

Jean Maess, Chairperson of the Cloverwood Senior Living/ Linden Knoll Board of Directors, has been selected as a 2023 **Women of Excellence** honoree by the *Rochester Business Journal*. Honorees were selected based on professional experience, community involvement and a commitment to inspiring change. We congratulate Jean on this very well-deserved and prestigious recognition!



JEAN MAESS

FRIENDLY SENIOR LIVING PRESENTS...

Zoom to YOU



Friendly Senior Living is once again hosting our popular *Zoom to You* series! Join us on the third Thursdays in May through July for engaging, informative and interactive sessions. You'll hear from expert presenters on content that is custom curated just for seniors.

To register for any/all of these Zoom sessions, please contact Darla Greene at **(585) 789-3154** or dgreene@friendlyhome.org. You may also visit our website at www.friendlyseniorliving.org/zoom-to-you/ to RSVP. A Zoom meeting link will be sent to you – simply click to join!



Flavors of Spring: Carrie Darocha, Cloverwood's Director of Dining Services and certified sommelier, will talk about warm weather entertaining! Refreshing menu ideas, delightful serving hints and creating lovely tablescapes are all part of this seasonal Zoom session.

Thursday, May 18, 3:00pm (RSVP by May 15)



In the Kitchen with Chef Macri: Learn how to make Spring Pea Risotto with one of Rochester's top chefs! This engaging cooking demo, presented by Cloverwood's award-winning Executive Chef Michael Macri, will feature tips and tricks for making this delicious dish.

Thursday, June 15, 3:00pm (RSVP by June 12)



Music Therapy in Senior Care: This session focuses on the amazing power of music therapy to benefit motor skills, balance, coordination and cognitive abilities. You'll love the contagious enthusiasm of Friendly Senior Living's Neurologic Music Therapist, Sam Snyder, as he presents this session.

Thursday, July 20, 3:00pm (RSVP by July 17)

"A lifelong learner is a lifelong winner." ~ Matshona Dhliwayo



GLENMERE

Top left: Baking and cookie decorating

Top right: Lunch at Cracker Barrel with friends

FRIENDLY HAPPENINGS

As we look forward to springtime sunshine, here's a look back at a few ways we kept warm this winter.



CLOVERWOOD

Top left: Ringing in the new year with a fun and festive Great Gatsby-themed celebration

Top right: Lots of love and delicious food on Valentine's Day

Bottom right: Mardi Gras Fat Tuesday fun!



FRIENDLY HOME

Member Louise celebrated her 100th birthday in the company of her family and friends. What a lovely lady and special milestone!



FRIENDLY HOME

Buffalo Bills team spirit was strong at the Friendly Home this year!

Top left: Member Rosalie with a Bills-themed holiday tree and Josh Allen pillow. Among this super fan's other team memorabilia: blanket, wall décor and bobblehead!

Bottom left: Our Social Work team is chock full of love for the Bills



LINDEN KNOLL

Above: Linden Knoll residents gather to enjoy the sounds of music!

Left: Rooting for the Rochester Amerks!



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 October 1, 2022 – March 31, 2023.

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 Marilyn Allchin

Jonathan W. Feldman and
Jill Vigdor-Feldman Fund
Mr. John McMahon
Mr. and Mrs. Harrison S. Thom

In Memory of Phyllis C. Blake

Mr. and Mrs. Raymond R. Carpenter

In Memory of Alan Cameros

Mr. and Mrs. David J. Whitaker

In Memory of Nicholas Capozzi

Mr. and Mrs. Dave Capozzi
Mrs. Elaine Carpin
Ms. Elizabeth Coffin

In Memory of Susan H. Feasey

Mrs. Gail Pearson

In Memory of Bud Frame

Mr. and Mrs. David J. Whitaker

In Memory of Patricia Harris

Mr. Orville P. Harris, Sr.

In Memory of William Helferich, III

Mrs. Carol H. Helferich
Mr. and Mrs. John C. Herbert
Mr. and Mrs. Neal D. Madden
Ms. Darlene Morgan
Mr. and Mrs. Joseph A. Platania
Mr. and Mrs. William S. Washburn

In Memory of Rose Lehman

Mr. and Mrs. Mason Fitch
Mrs. Nancy Hunter Adamus

In Memory of Beverly B. Longwell

Mr. and Mrs. William E. Beach
Mr. and Mrs. Glen Cooper
Mr. Davie Kaplan, CPA, P.C.

In Memory of Ann May

Mrs. Beverly Adams
Mr. and Mrs. Timothy R. Bishop
Ms. Beatrice de Buono
Ms. Ellen de Buono
Ms. Teresa Wagner

In Memory of Blanche K. Morgan

Mr. and Mrs. James Downs

In Memory of Betty H. Olin

Mrs. Joan Atwater
Ms. Suzanne M. Spencer
Ms. Martha Gay Stewart

In Memory of Carmella Rosato

Mrs. Joyce Welkley and the
Welkley Family

In Memory of Patrick Talty

Ms. Kathleen A. Colliflower

In Memory of Irene Van Nostrand

Ms. Lani Bauer

In Memory of Marie G. Whitbeck

Mrs. Doris Braine
Mr. and Mrs. John L. Garrett
Mrs. Jane S. Gorsline
The Judson Foundation
Mrs. Kathanne K. Mitchell
Mr. and Mrs. Michael A. Ralph
Ms. Barbara A. Roberts
Mr. and Mrs. William L. Shaw
Dr. and Mrs. Scott Stewart
Mr. and Mrs. Charles E. Symington
Mr. David J. Whitbeck

STAFF APPRECIATION FUND

Mr. Fran Cosentino and Ms. Jane Parker
Ms. Maria Gajary
Ms. Joanna Helferich
Mr. Thomas Joyce
Mr. Michael Kearney
Mr. Mark Lippincott
Mr. and Mrs. Grant T. Perry
Mrs. Joyce Welkley and the
Welkley Family

In Appreciation of Morgan Place Staff

Mrs. Mary Warth

In Honor of the Friendly Home and Linden Knoll Staff

Mrs. Joyce Welkley and the
Welkley Family

In Honor of Nelson Leenhouts

Home Leasing, LLC

In Honor of Morgan Place Staff

Ms. Monica Guardino

In Memory of Phyllis C. Blake

Dr. Linda R. Bennett
Mr. and Mrs. Charles Cronenberger
Miss Brooke Findlay
Mr. and Mrs. Ed Maguire
Mr. Paul T. O'Keefe
Mrs. D. Bartlett Blair Rundle
(Deborah, Phil, Alex, and Erin Rundle)
Senior Care Authority
(Mr. David Schanz, Mike, Dave,
Dorothy and Linda)

In Memory of William Helferich, III

Mr. Martin Nemeroff

In Memory of Roy Lotzar

Mr. Rick Beechy
Mr. and Mrs. Steve Muzeka
Ms. Julia Vafias

In Memory of Walter Rice

Ms. Sheila Mumford



Here Comes the Sun!

Friendly Senior Living celebrated moving forward to brighter days at its "Here Comes the Sun" fund- and friend-raiser hybrid event last fall! Offering options to join the event either in-person or virtually resulted in robust attendance and a comfortable environment for all. Best of all, approximately \$65,000 was raised to benefit Friendly Senior Living's Staff Training & Education Program (STEP). "We are so grateful to our donors for their steadfast support of our organization and specifically the STEP program, which offers meaningful assistance and pathways for our employees as they advance in their careers," said Denise M. Hubler, Vice President of Marketing & Development.

Guest speaker Dr. Michael Mendoza, Monroe County Department of Health Commissioner, engaged in a lively discussion with questions posed by Cloverwood resident Annie Poulter. Topics included lessons learned and silver linings of the pandemic, health and wellness tips for seniors, and Dr. Mendoza's vision of bright days ahead for the community. Both in-person and virtual guests perused a number of silent auction items, including Buffalo Bills gear, fine wines, artwork, gift certificates and more.

"It was a real pleasure to begin a return to the 'new normal' at this wonderful event," Glen Cooper, President & CEO said. "With the generous help of our donors, Friendly Senior Living continues to embrace a bright future for those we serve."



Enjoying the "Here Comes the Sun" fundraiser were (from left): Michelle Magee; John Magee, Friendly Home Board Chairperson-Elect; Jean Maess, Cloverwood & Linden Knoll Board Chairperson; Mark Kokanovich; and Julie Marsiglio, Friendly Home Board Secretary.



THE PERFECT GIFT

No matter the occasion, we have the perfect gift-giving idea for you! A donation to Friendly Senior Living can be made in honor of someone special for their birthday, anniversary, Mother's Day, Father's Day or simply to say "I'm thinking of you"! It's as easy to do as it is thoughtful. Visit www.friendlyseniorliving.org/donate/ and click on the **Perfect Gift**, enter a bit of information, and we'll take care of the rest, including notifying the individual that a gift has been made by you in their honor. It's the perfect solution for everyone on your list!

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If you wish to be removed from our mailing list, please contact Darla Greene at (585) 789-3154 or dgreene@friendlyhome.org with the following information: your name, first and last name of person(s) to be removed, complete mailing address to be removed including zip code and phone number or email if we need further information to complete your request.

Managing Editor: Denise Hubler
Editor: Amy Flinn



Let the Countdown Begin!

On April 11, 1849, the organization now known as Friendly Senior Living was founded by the Rochester Female Charitable Society. What began as the Rochester Association for the Relief of Homeless and Friendless Females has evolved and grown to today's continuum of senior housing, services and care communities: Cloverwood Senior Living, Glenmere Assisted Living & Memory Care, Linden Knoll, Lovejoy Transitional Care Center and the Friendly Home.



"Our history is remarkable, and as we approach the 175th anniversary of our founding, we are very excited to celebrate our past, present and future!" said Denise M. Hubler, Vice President of Marketing & Development. "We have formed an anniversary committee, and are already busy planning a number of activities and events throughout 2024 to commemorate this truly amazing milestone."

Friends, stay tuned for anniversary news and updates!