



THE FRIENDLY JOURNAL



THEODORE T. HEINRICH

Friendly Senior Living Elects Officers, New Members to Boards of Directors

Friendly Senior Living is pleased to announce and welcome new officers and members to the communities' Boards of Directors:

Friendly Home

Elected as officers and members of the Friendly Home's Board of Directors were:

Theodore T. Heinrich, of Greece, as Chairperson of the Board. Heinrich is the Vice President/Director of Audit at ESL Federal Credit Union.

Tracy Slaven, of Penfield, as a member of the Board of Directors. Slaven is the Director of Human Resources at Kodak Alaris.

Scott R. Simpson, of Victor, as a Member of the Board of Directors. Simpson is an attorney at Harter Secrest & Emery, LLP.

Cloverwood Senior Living/Linden Knoll

Elected to the joint Cloverwood Senior Living and Linden Knoll Board of Directors were:

Jean Maess, of Brighton, as Chairperson of the Board. Maess is retired from Thomson Reuters, where she served as Vice President, Editorial and Site Executive.

Robert L. Lowenthal, Jr., of Victor, as a member of the Board of Directors. Lowenthal is retired from Canandaigua National Bank & Trust Company, where he served as Senior Vice President of Commercial Services.



JEAN MAESS

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*



FRIENDLY SENIOR LIVING WEBSITE WINS DIGITAL HEALTH AWARD

Friendly Senior Living's website, friendlyseniorliving.org, has been recognized as a Bronze award winner in the 22nd annual Digital Health Awards competition, which honors the world's best digital health resources. A panel of nearly 30 experts in digital health media served as judges, selecting winners in 60 categories from more than 300 entries.

"Friendly Senior Living is thrilled to be honored among the best digital health resources," says Glen Cooper, President & CEO of Friendly Senior Living. "Our website is a very valuable tool for consumers as they explore housing, services and care options for seniors. The goal is to provide consumers with the best possible online experience as part of their decision-making process."

The website features user-friendly navigation; information about Friendly Senior Living's independent living, assisted living and nursing home communities; photos; and virtual tours. The site is also mobile-responsive and ADA compliant.

Linden Knoll Partnership Expands Medical Services to Residents

Linden Knoll residents now have the opportunity to see a geriatrician to address their health care needs, right in the comfort of their own community! A physician from the University of Rochester Medicine Geriatrics Group (URMGG), who specializes in the care of older adults, visits Linden Knoll once a week to meet with residents on-site in a relaxed and private environment.

"We were finding that transportation to doctor appointments presented a significant challenge for many of our residents; some were even missing their appointments because they didn't have a way to get there," says Michael Perrotta, VP & Administrator. "We also knew that receiving care from experts who are highly trained in managing the often complex care of older adults would be a tremendous benefit to offer. Linden Knoll's partnership with URMGG is an ideal solution."

Many Linden Knoll residents are taking full advantage of the convenience of having on-site doctor appointments. "On my first visit, I was so impressed with the geriatrics piece of it," says Pat Jones. "I felt that the doctor really understood the issues associated with aging and senior health. And though I have a car, the less I have to go out to appointments and deal with traffic and weather, the better!"

In addition to physician visits, Linden Knoll also offers laboratory services on a weekly basis. Again, having their blood drawn in a private, comfortable area right at Linden Knoll by a trained UR lab technician offers the peace of mind that comes with easy access to essential services.

A photograph of the Linden Knoll building, a multi-story apartment complex, partially obscured by a large, semi-transparent white circle. In the foreground, there is a lush garden with green bushes and red flowers. A black metal archway is visible in the garden.

\$250 OFF
FIRST MONTH'S RENT

If you would like to learn more about Linden Knoll, please call **(585) 789-3701**.

Private tours with safety protocols in place are also available!

You can take a virtual tour at: lindenknoll.org.



FRIENDLY HOME VP & ADMINISTRATOR

MICHAEL PERROTTA

HONORED WITH

Healthy Hero Award

We are delighted to announce that Michael Perrotta has been selected by the *Rochester Business Journal* as a 2020 Health Care Hero Award winner! This prestigious award recognizes Mike's many accomplishments and significant contributions to improving health care in the greater Rochester area. Nominated in the Management category, Mike is exceptionally deserving of this award. He and the other Health Care Hero honorees in all categories were celebrated at a virtual awards ceremony in August.



Mike's 20-year career in the health care field exhibits a deep devotion to serving older adults. In his role as the Friendly Home's Vice President & Administrator, Mike has a tremendous impact on our organization, our staff, and most importantly, those we serve. He has been instrumental in a number of important areas, including the advancement of person-directed care; achievement of the highest levels of quality recognition; implementation of a unique career training program; and the evolution of our memory care programming. "Mike's visionary leadership and dedication to successful aging are invaluable assets, and we are very fortunate to have him on Team Friendly!" says Glen Cooper, President & CEO, Friendly Senior Living. "We extend our sincere appreciation to Mike for his commitment and service, and congratulate him on this outstanding achievement."



Many thanks to donors Phil and Anne Wehrheim! We are very grateful for their dedication to and generous support of the Friendly Home over the years.

Pictured here at a dedication ceremony are (from left): Friendly Home Immediate Past Board Chairperson Geraldine Biddle Moore, Anne Wehrheim, Phil Wehrheim, and Friendly Senior Living President & CEO Glen Cooper.



INTRODUCING LEE PLACE AT THE FRIENDLY HOME

The Friendly Home's Memory Care Center has been officially renamed Lee Place! Consistent with the other neighborhoods throughout the Friendly Home, Lee Place was named in recognition of an individual who played a significant role in the organization's history.

Florence Snow Lee was the Friendly Home's first matron at its current location on East Avenue in Brighton, serving in this position for 20 years. Upon moving into the new Friendly Home in 1918, she wrote: "Time, money and much thought have been expended to make conditions as comfortable and pleasant as can be. I have been told, and I do not doubt it, that there is no Home of its kind so beautiful in all the world." Lee became a Friendly Home Member herself upon her retirement.



At Friendly Senior Living, we couldn't be prouder of our amazing team of Super Heroes! Their team spirit, can-do attitude and loving attention to our Members, residents and patients is unmatched. Way to go, Team Friendly!



Thursday cocktail hour at the Friendly Home remains a Member favorite! Our Life Enrichment team visits each neighborhood on Thursday afternoons, offering Members beverages and snacks to enjoy in their rooms while they listen to the sounds of our Neurologic Music Therapist via our in-house television station. Cheers!

Dear Friends,

Our journey this year has presented the Friendly Home with unprecedented challenges and hardships. Yet, throughout the crisis, we are adapting to a new normal. We are facing our challenges head-on with creativity, flexibility, and innovation. We have learned new best practices. We are finding ways to bring joy to our Members every day with one-on-one visits, the gift of music, spending time outdoors, and individualized craft projects. We are connecting families with their dearly missed loved ones through window visits and Zoom chats. As always, we are committed to enhancing the lives of the older adults we are so honored to serve.

More so than ever, we need to remain focused on providing a sense of meaning, purpose and happiness to our Members through person-directed care. We need to support our staff of Healthcare Heroes, who every day go above and beyond to serve with kindness and empathy.

Please consider a gift to the Friendly Home's 2020 Annual Appeal. Your support will make a world of difference in ways we could have never imagined.

Please use the envelope inserted in this publication to make your donation. You may also contribute to the Friendly Home's 2020 Annual Appeal online by visiting our website at www.friendlyhome.org, and clicking on "Donate." We are pleased to offer our donors this easy and secure giving option. Thank you so much in advance for your generosity, and for showing that friends care always!

Sincerely,



Theodore T. Heinrich
Chairperson, Board of Directors

Because friends care always!



Visit *Friendly Senior Living*
on **YouTube.com** to view our
Healthcare Heroes video and
Community Unity song!

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 November 1, 2019 – September 30, 2020.

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 memorialized are indicated in red print, and in alphabetical order by last name.)

Gifts to our Employee Hardship Fund and COVID-19 Relief & Impact Fund will be acknowledged in the Winter Journal.

Mr. Clive D. Barnsbee
Ms. Rita Clement
Ms. Mary Paille
Dr. and Mrs. David J. States
Mrs. Mary Ellen Urzetta

In Memory of Frank Allenza
Ms. Lori Friedman
Mr. and Mrs. Roger Smithgall
Mr. and Mrs. Larry Verstraete
Mr. and Mrs. William F. Werner

In Memory of Paul Belanger
American Filtration

In Memory of Theresa Blind
Mrs. Janice McCutchan and
Mrs. Nancy Winans
L3 Harris Technologies
Mrs. Audrey MacCallum
Mr. and Mrs. Joseph Marino
Mr. and Mrs. Donald D. Tosti
Mr. and Mrs. Bruce Vassallo
Mr. and Mrs. Robert A. Walton

In Memory of Mary Bordynski
Mr. and Mrs. Paul C. Burns
Mr. and Mrs. Thomas Colao
R.W. Dake Construction

In Memory of Nancy Boss
Mr. and Mrs. David J. Parkes

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Mrs. Jane Cordaro
Ms. Lauren D. Frank and
Ms. Annette H. Miller
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Ms. Sarah Orgass
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Ms. Jeanne M. Young

*In Appreciation of the Aides
on Porter Place*
Ms. Michele Miller

In Appreciation of Maria Cseri
Mrs. Monica Ryser-Cseri

*In Appreciation of
Eunice Goldman's Caregivers*
Mr. Robert Goldman

*In Appreciation of
Lindsay Place Staff*
Mrs. Carol Gray

*In Appreciation of
Morgan Place Staff*
Mrs. Elaine Carpin
Mr. and Mrs. Edward Fess

*In Appreciation of
Selden Place Staff*
Dr. Pamela Hufnagel

In Honor of Tanya M. Arena
Mr. B. Andrew Dutcher and
Ms. Margaret A. Scott

In Honor of Margaret Bolger
Ms. Deirdre B. Jarman

In Honor of Philomena Colucci
Ms. Barbara and
Ms. Christine Colucci

*In Honor of the Friendly Home
and Linden Knoll Staff*
Mr. and Mrs. LeRoy Welkley
and the Welkley Family

In Memory of Nancy Boss
Mr. and Mrs. Brian Anaou
Mr. and Mrs. Robert R. Anderson
Mr. and Mrs. Norm J. Bartz
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Ms. Linda Miller
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Mr. and Mrs. Alan Roth
Ms. Jacqueline Smith

In Memory of Gladys Killian

Mr. and Mrs. Michael J. Blundell

In Memory of Richard L. Kitchen

Calvary Automation Systems

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In Memory of Mary (Yvette) Mularz

Mr. and Mrs. LeRoy Welkley and the
Welkley Family

In Memory of Theresa Sigler

Coburn Ventures

In Memory of Barbara Stone

Mr. and Mrs. William A. Henion

In Memory of Ted Vangellow

Ann H. Stevens and William J. Shat-
tuck at the RACF

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Managing Editor: Denise Hubler
Editor: Amy Flinn

Neurologic Music Therapy Program Wins Innovation of the Year Award!

Friendly Senior Living's Neurologic Music Therapy program was recently announced as a winner of the Innovation of the Year Award by LeadingAge New York! This award is presented annually in recognition of programs which demonstrate vision and creativity, thereby promoting quality care and services to the elderly.

This unique and innovative program, funded by the generosity of several music enthusiast donors, offers research-based techniques customized for individuals living with neurologic diseases or dysfunctions. Working with Sam Snyder, Friendly Senior Living's certified Neurologic Music Therapist, residents have experienced significant improvements in physical, cognitive and speech functions. Sam works closely with Physical, Occupational and Speech therapists, as well as the Nursing and Social Work teams, to achieve amazing results. For example, people who have suffered a stroke have learned to speak more clearly through singing, and have regained the use of their effected limbs by playing instruments. Residents with Parkinson's disease have learned to use rhythm and melody to overcome physical symptoms of their movement disorder. Neurologic Music Therapy has also helped to reduce agitation and promote emotional and social well-being in people with Alzheimer's. According to Snyder, "The goal is for Neurologic Music Therapy to be part of the standard of care offered at all stages of the aging journey so that residents can maintain their independence and wellness for as long as possible."



A Friendly Home Member with Parkinson's describes her experience: "Working with Sam, I have learned to 'trick' my brain with the help of music. Using musical cues, I am now able to independently get myself unfrozen from certain positions. I am much more confident about what I can do, and not worried anymore about what I can't."