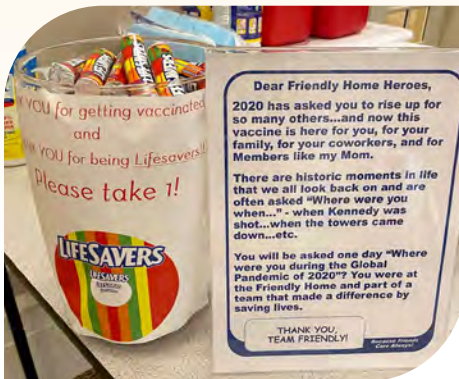




# THE FRIENDLY JOURNAL



## Knocking Out Covid-19!

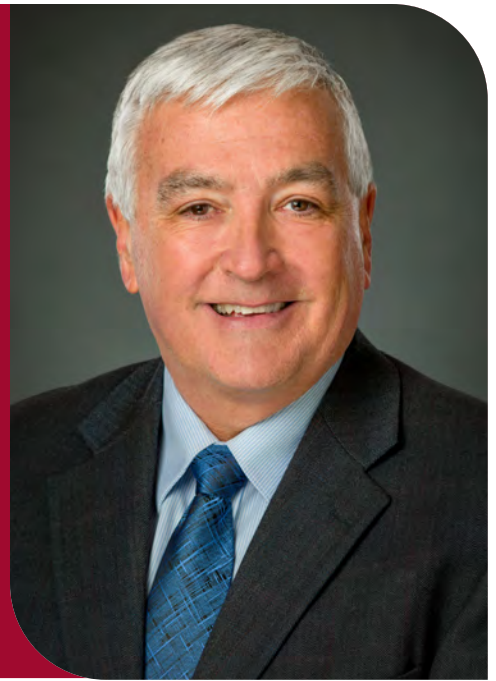
The Friendly Senior Living communities were among the first to receive the COVID-19 vaccine! Beginning in late December, 2020, the two-dose Pfizer vaccine was offered to residents and employees of the Friendly Home, Glenmere, Cloverwood and Linden Knoll.

"I'd like to extend a huge thank you to everyone who has joined me in receiving the vaccine and taking this very important step forward in our on-going fight against COVID-19. We are all in this together to protect ourselves and those we serve," said Glen Cooper, President & CEO.

*Because Friends Care Always*

## CLOVERWOOD WELCOMES New Executive Director, Richard Finn

*“Richard’s professional background, accomplishments and proven track record will ensure Cloverwood’s continued success as Rochester’s premier senior living community.”*



## VOLUNTEER/DONOR SPOTLIGHT

*“...and now it seems as if we are all one family...” ~Tom Chase*

Nearly thirty years ago, Tom Chase began visiting a former neighbor from his hometown of Hornell who lived at the Friendly Home. Years later, Tom’s sister Alice became a Friendly Home Member. Then, his older brother’s mother-in-law moved into the Home. When Tom’s brother became ill, he was in need of rehabilitative care. Though sadly he wasn’t able to come to the Friendly Home, Tom’s nieces found the Transitional Care Center to be far and above any of the other options they had explored. These early experiences marked the beginning of a long and meaningful connection

between Tom and the Friendly Home – one that continues today. “The Friendly Home has been an important part of our family, and so I have done what I can to be a part of it,” says Tom.

A resident of Arkansas when Alice came to the Friendly Home, Tom would visit her often. Twice a year, Tom, an accomplished musician, would present a piano program for Members. Upon his retirement and return to Rochester in 1997, Tom gradually began playing more and more often at the Friendly Home. Prior to COVID restrictions,

Members and their loved ones eagerly looked forward to listening to Tom play piano during weekly cocktail hour in the Auditorium. He also played several times a week in individual neighborhoods. “Tom’s music and presence are key elements in what make the Friendly Home a warm and inviting place to live. Generations of Members have looked forward to his regular concerts as a way to immerse themselves in familiar and beautifully performed music, relive memories and take a moment to pause to enjoy life’s many gifts. His talents are a treasure and his

Cloverwood Senior Living is very pleased to announce that **Richard Finn** has joined Cloverwood as the community's new Executive Director.

Finn has over 35 years of leadership experience in both the hospitality and senior living realms throughout the country, including Rochester. Trained by the Walt Disney Company in operations management and customer service, Finn is a collaborative and innovative leader focused on providing a world-class resident experience.

As Executive Director, Finn is responsible for the successful operation of Cloverwood's programs and services. He, along with the entire Cloverwood Senior Living team, is committed to providing the highest levels of quality and excellence to residents. Finn is a graduate of the Rochester Institute of Technology with Bachelor of Science and Masters of Business Administration degrees.

"We are thrilled to welcome Richard to Friendly Senior Living," said Glen Cooper, President & CEO. "Richard's professional background,

accomplishments and proven track record will ensure Cloverwood's continued success as Rochester's premier senior living community."

*For more information on Cloverwood Senior Living, please visit: [cloverwood.org](http://cloverwood.org).*



generous nature is an inspiration to us all," says Sam Snyder, the Friendly Home's Neurologic Music Therapist.

Tom received a Bachelor of Music degree from the Eastman School of Music, and a Master of Music degree from Boston University. He is an Army veteran who served in France, including playing the clarinet in the Army Band in Verdun. Back in the states, Tom's career as a college professor has taken him from Virginia to Indiana to Arkansas. In his retirement and in addition to volunteering, Tom enjoys reading and genealogy, an

interest he has shared with several Friendly Home Members as well.

Tom describes getting to know the Members and staff during his volunteer service at the Friendly Home as "a most rewarding experience. It is a blessing to share what so many years have brought," he reflects. A generous donor in addition to being a dedicated volunteer, Tom's support reflects his personal connections to the Friendly Home. We are grateful for his contributions on so many levels!



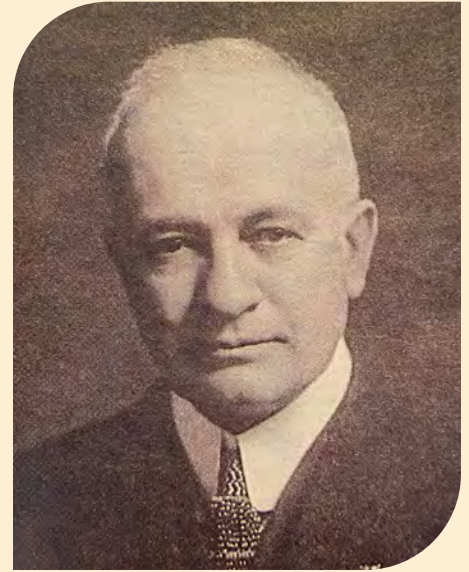


# Glenmere Resident Shares Connection to Historic Rochester Neighborhood

The Browncroft area in southeast Rochester is a neighborhood with a rich history. Founded by **Charles John Brown**, known as C.J., in 1914, the neighborhood today remains a vibrant part of the city. C.J.'s granddaughter, **Joan Brown Fisher**, resides at Glenmere at Cloverwood, and is proud to share her family's legacy.

In 1894, C.J. bought land in what is now known as the Browncroft neighborhood, where he developed the Brown Brothers Continental Nursery. The family business specialized in fruit and ornamental trees, as well as residential landscaping, a new industry concept at the time. The nursery's office building, and the homes of C.J., his parents, sister and eventually his three children were all in the area as well.

C.J.'s vision of creating a unique neighborhood became a reality in 1914 when he subdivided the nursery property, allocating 300 acres for residential lots and naming it Browncroft. The English street names—Corwin, Windemere, Dorchester, Gramercy, Ramsey, Newcastle, Yarmouth and Beresford—were inspired by the family's Isle of Man origin. Joan has many happy childhood memories of the neighborhood, including its centerpiece, Browncroft Park, with its dovecote, ice skating on the park's pond in the winter, and seeing ducks, swans and sometimes even peacocks in the summer. In addition to the installation of utility and sewer lines, roses, lilacs, magnolia and wisteria, as well as spruce, elm and maple trees, were



planted between the new curbs and sidewalks.

In the early days, the neighborhood was known far and wide for its Christmas light displays. An estimated 10,000 cars passed through in 1923 to see the lights,



## ABOUT JOAN BROWN FISHER

Born in 1927, Joan spent her early years in the Browncroft neighborhood established by her grandfather, and later lived in Brighton and Pittsford. She and her husband, Phillip Fisher, were married for 50 years and had three children. Phillip worked at Kodak, and Joan was an active volunteer at Third Presbyterian Church, local

hospitals and the Friendly Home. Later, she became a residential Real Estate broker, a career she enjoyed for 17 years. Phillip and Joan travelled extensively throughout the United States and globally. An outdoor enthusiast, Joan enjoyed such activities as golf, paddle tennis, skiing and canoeing.



Above: The original Brown Brothers Continental Nursery  
Left: C.J. Brown

and today, a drive through the Browncroft neighborhood during the holidays continues to be a delight. In another lasting legacy, C.J. donated land on Newcastle Road to the Rochester City School District to build School #46. A noted Rochesterian, over the course of his life, C.J. served as the Republican county chairman, twice-elected

county treasurer, president of the Chamber of Commerce, the Automobile Club of Rochester and the Monroe County Park Commission. He also served on the Friendly Home’s Board of Directors, and his family’s connection with Friendly Senior Living continues today.

The Brown and Fisher family connections to Friendly Senior Living run deep. In addition to her grandfather’s and her own volunteer service, Joan’s mother and husband were both Friendly Home Members. Joan herself has previously been a patient of the Friendly Home’s Transitional Care Center. She moved to

Cloverwood Senior Living in 2013, and lived in both a patio home and apartment there before moving to Glenmere, where she is a member of the Resident Council. We are grateful to Joan for sharing her family’s story with us!

**The Friendly Home is the ONLY nursing home in Monroe County to be named a BEST NURSING HOME in 2020-2021 by both U.S. News & World Report AND Newsweek!**



“This prestigious recognition reflects the Friendly Home’s commitment to providing excellent and compassionate care and services always,” Friendly Senior Living President & CEO Glen Cooper said. “Our staff of healthcare super heroes goes above and beyond every day. Now more than ever, we are extremely grateful for every employee’s dedication to the safety and well-being of those we serve.”

Adds Michael Perrotta, the Friendly Home’s VP & Administrator, “Every Friendly Home employee deserves to be congratulated on this achievement. I am honored to work with such an amazing team of caring professionals, who continue to rise to the challenges presented by COVID-19 with innovation, hard work and a ‘can do’ attitude.”



## PATHWAYS TO PROGRESS

Friendly Senior Living is providing unique opportunities for our employees to pursue their passion for serving the elderly and advance their careers. With a national shortage of health care professionals to serve the growing population of older adults, our staff education and tuition reimbursement programs are more important than ever. "Our goals are to create career ladders and provide support as people seek to become Certified Nursing Assistants, Licensed Practical Nurses and Registered Nurses. We achieve this by helping our employees overcome barriers to pursuing their career goals, which might include lost wages while in school, childcare expenses, tuition and more," explains Glen Cooper, President & CEO of Friendly Senior Living. "By meaningfully investing in our staff, we are able to attract, recruit and retain the best of the best candidates, and – most importantly – provide high quality, excellent and compassionate care to those we serve."

Friendly Senior Living is proud to provide pathways to progress for our employees. Here are two of their success stories!



## ELAINE WATKINS

Registered Nurse, Assistant Nurse Manager, Selden Place, Friendly Home

“Being a caregiver was something I aspired to be ever since I was a little girl. My mother took care of people in their homes and I recall going to work with her one day. I loved how happy the patients would act when my mother took care of them—they would hate for her to leave at the end of her shift! It was at a young age when I made up my mind to become a caregiver. I like giving my all and that is what caregiving is all about.

I am so grateful for the help that I have received from the Friendly Home. I started as a Certified Nursing Assistant (CNA) on the

weekends during the night shift, then went to school for my LPN. The Friendly Home has played an integral part in my nursing journey. I was able to utilize the tuition reimbursement funding for books, uniforms, and tuition. When I decided to go back for my RN, I was offered to enroll in a program that allowed me to work thirty-two hours and get paid for a full forty-hour work week, using the extra eight hours for classes and studying. The Friendly Home helped me with uniforms and books through this program as well. I received great support from other staff,

especially Elaine Yanni, the Vice President of Human Resources, and Maureen Garbach, Director of Health Services. I am back in school currently working on my bachelor’s degree, with continuing assistance from the Friendly Home. Nursing is always evolving. I plan on continuing my education after I get my BSN. I would like to be a Nurse Practitioner.

I love the geriatric population and there is no better place to be than being a part of the Friendly Home family. I love the work I do and the residents I take care of.”

## VICTORIA SIRIPHANTHONG

Licensed Practical Nurse, Lee Place, Friendly Home

“I always knew I wanted to be a nurse, to be there for people, to make them comfortable, to care for them. My early influences were several family members who were in nursing, and sadly, the passing at a young age of a family friend who was like a mother to me.

I began my career at Friendly Senior Living as a dining server at Cloverwood. When I heard about the staff education program, I knew it was the perfect opportunity

to begin pursuing my dream of becoming a nurse. On my way to becoming an LPN, I continued to work in the Dining department, then as a Resident Care Assistant and Medication Assistant at Glenmere. Financial support from Friendly Senior Living helped me to achieve a healthy work/school balance that allowed me to focus on my studying. They helped with expenses such as text books, exam and license costs, and even garage parking fees while I was in class!

After completing the 10-month LPN program, I am now working full-time in the memory care neighborhood at the Friendly Home. I love it! The Members are so special; I love hearing their stories and creating bonds with them. The best part about my job is knowing that I am making a difference in their lives every day. Next, I plan to pursue my RN certification.”

# COVID-19 RELIEF & IMPACT FUND

*May 1, 2020 – February 28, 2021. Donations to this fund continue to support our organization's critical needs during this unprecedented time of crisis; for example, the purchase of Personal Protective Equipment (PPE), creative programming to keep our residents engaged and active, mandated staff testing and much more.*

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Ms. Anne Coon

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## EMPLOYEE HARDSHIP FUND

*May 1, 2020 – February 28, 2021. Donations to this fund continue to directly benefit our caregivers who may need additional support services during this time (daycare, food assistance, transportation needs, etc.).*

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Ms. Wendy Winnett

# 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, 2020 – February 28, 2021.

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.)

Ms. Melissa Jadlos  
Mr. and Mrs. Bill Keenan  
Ms. Sandra Lynch  
Neuberger Berman  
Mr. Thomas Palumbo  
Dr. and Mrs. David J. States

*In Memory of Joseph C. Briggs*

Mr. Louis A. Langie, Jr.  
Dr. and Mrs. Charles I. Olin

*In Memory of Mary Mularz*

Ms. Johanna K. Rebres

*In Memory of Caroline J. Parker*

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*In Memory of Betty Smith*

Mr. and Mrs. Christopher T. Casey

*In Memory of Eloise Ungvarsky*

Mr. and Mrs. James H. Reynolds

*In Memory of LeRoy Welkley*

Mr. and Mrs. David T. Boland

# STAFF APPRECIATION FUND

Mr. and Mrs. Gary DeWitt  
Ms. Betty Harper  
Mrs. Audrey MacCallum

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

Mrs. Joyce Welkley and the Welkley Family

*In Appreciation of the Memory Care Staff*

Mr. Peter Ross

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

Mrs. Barbara A. Balzano  
Mr. and Mrs. Ken Dell  
Mr. George J. Dormer  
Mr. and Mrs. Matthew Jenks  
Ms. Heatherlyn K. Schoepich  
Mrs. Joyce Welkley and the Welkley Family

*In Honor of Morgan Place Staff*

Ms. Monica Guardino

*In Honor of Tracy Stupin*

Mr. and Mrs. Richard T. Ambeau

*In Memory of Helen Avena*

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*In Memory of Nancy Boss*

Mr. and Mrs. Victor E. Salerno, Jr.

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Ms. Ellen Teichman

*In Memory of Gladys Killian*

Mr. Richard Killian

*In Memory of Philip Klei*

Ms. Kathleen McLaughlin

*In Memory of Bertha Scamp*

Mr. and Mrs. Richard T. Ambeau

*In Memory of LeRoy Welkley*

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Mr. and Mrs. Randy M. Vansickle  
Mr. Craig J. Zicari and  
Ms. Anne Coon

# Bright Days Ahead!

*Friendly Senior Living welcomes you to safely tour our communities!*



**CLOVERWOOD SENIOR LIVING**

You can schedule a personal, socially distanced tour of a Cloverwood patio home or apartment. Zoom, Skype and FaceTime tours are also available for this independent senior living community.

Please call **585-248-1100** or visit **[cloverwood.org](http://cloverwood.org)**.



**GLENMERE ASSISTED LIVING & MEMORY CARE**

Personal, socially distanced tours are available at Glenmere! You may also request an apartment home tour via Zoom, Skype or FaceTime by calling **585-789-4604**.

Virtual tours of our assisted living and memory care neighborhoods can be found at **[glenmere.org](http://glenmere.org)**.



**LINDEN KNOLL**

Schedule a private tour of our independent senior living apartment community by calling **585-789-4604**. Safety protocols are in place.

Zoom, Skype and FaceTime tours are also available, or take a virtual tour at **[lindenknoll.org](http://lindenknoll.org)**.



**FRIENDLY HOME**

Take a virtual tour in and around the Friendly Home, including our Transitional Care Center: visit **[friendlyhome.org](http://friendlyhome.org)**.

Call **585-789-3109** for more information.





Newsletter of Friendly Senior Living

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Editor: Amy Flinn

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## STAY CONNECTED

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

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**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*