

8/26/10

Sage Project: *From Seed to Sales, A BIG Success!*



After months of planning and planting, the Seniorsfirst “Sage Project” rolled out with great fanfare and success at the annual Park Avenue Festival. The Sage Project was designed to blend public relations, resident activities and fund-raising into a fun event. Every year, the Park Avenue merchants hold a massive festival that attracts thousands of people looking for crafts, food, entertainment and fun. Since Kirkhaven resides on the avenue, we often participate in some small way, but this year we decided to step it up a notch.

With so many of our residents being avid gardeners, we decided to engage them in an herb growing activity and then pot and sell the herbs at the Park Avenue Festival to raise funds and awareness for our wonderful home. The

Sage Project involved residents from our nursing home, assisted living home and adult day program. It extended to our staff and several community volunteers.

It literally began with planting seeds and tending gardens. It then proceeded to potting and arranging. Finally, it came to the event set-up and sale. With the help of a “Bright Spot” advertising our event on the local news the day before and a beautiful day that brought out huge crowds, the foot traffic into our courtyard along resulted in plenty of sales. I was amazed at the positive interaction between customers and residents. I was pleased to hear the pleasant comments about our Kirkhaven home and The Sage Project. I was humbled by the show of gratitude and support from the volume of sales. On more than one occasion, people simply gave us a donation or told us to keep the change.

The project was a great success on every level. The residents enjoyed the meaningful activity and the opportunity to interact with each other, staff and the community. Seniorsfirst enjoyed wonderful public relations in getting the good word out into the community about our innovative communities and services. We sold over a thousand dollars in herbs with the net proceeds to go towards our resident activity funds.

As Jim Payne, VP of Marketing, said afterwards, “The smiles on the faces of the residents, staff and volunteers add another million dollars in value to the project!” With the lessons we learned and the success we had, we will definitely bring the Sage Project back next year.



—Jim DeVoe,
President/CEO



EDITOR'S NOTE: There will be a **Sage Project celebration on Monday, Sept. 13 at 2:30 p.m. in the Assembly Room at Kirkhaven!** Come enjoy cake, herb tea and photos from the project!

10 Things You Want to Know *(about Seniorsfirst's year thus far)*

New “garbage pagoda” hides the trash and generator at Valley Manor. *The view from upper apartments will be sooooo much nicer when the residents are no longer looking into the dumpsters!*



Presented by CEO/President Jim DeVoe at the recent joint leadership picnic.

1. Kirkhaven 2nd Qtr Financial Results—We are performing exceptionally well! Thanks to high occupancy and utilization rates; improved Medicare/PPS documentation, and the success of our austerity spending plan, our current deficit is about one-tenth of what we anticipated (\$32,000 vs \$285,000).

2. Valley Manor's 2nd Qtr Financial Results—“Are pretty damn good” considering the economy! VM occupancy is edging closer to its budgeted goal, Assisted Living and Day Program revenue exceeded costs, spending is down by \$150,000, and the remaining deficit is smaller than projected by \$60,000!

3. 2010 Cash Flow—Despite still getting paid at the old Medicaid rate, we had a positive cash flow of \$146,000 at Kirkhaven. Despite a weak first quarter, Valley Manor rebounded in the 2nd resulting in \$114,000 positive cash flow. Consequently, we have ended the austerity budget and reinstated 2% merit increases for the rest of the year!

4. NYS Budget & Medicaid Impact—Although we STILL do not have our promised Medicaid rate increase and retroactive reimbursement, the recently passed state budget did not negatively impact us as feared.

5. VM Building Upgrades—We have postponed the new “bistro” in favor of drywalling over the remaining concrete interior walls and constructing an arbor to shield the unsightly dumpsters and generator. We have also diverted

some of our interest rates savings into enhanced marketing and upgrades to vacant apartments.

6. Kirkhaven Building Upgrades—We have postponed cosmetic updates until Sept. 30, when we hear back on our 12 million-dollar NYS HEAL grant application. If awarded, this grant will kick our building replacement project into high gear!

7. Seniorsfirst Foundation Funding—We are seeking approval from the board to release foundation money for: upgrades to Day Program furnishings; Person First training at Kirkhaven; reimbursement funds for grant development; and reimbursement funds for VM grand piano refurbishing.

8. 2010 Workers Compensation—Our number of workers comp claims are down from the previous two years. WC insurance costs \$300,000 per year, so a “good” year means less paid out in claims and as well as major savings going forward.

9. 2011 Budget—Managers should be discussing their projected needs with supervisors *now* in anticipation of proposals to put forward in October.

10. Football Pool—Back by popular demand are both the full season weekly pool and the “last fan standing” pool. Watch for sign-up details!

hr update

Kirkhaven Seabreeze Trip

The Kirkhaven Seabreeze Day is this Saturday, Aug. 28. Additional tickets are still available for \$16.75 each through HR.

VM Picnic

The picnic committee (Cheryl Smith, Eric O'Connell, Joan Batzold, Dave Sliney, Bonita Williams, Angela Wright, Doreen Stewart, Shawne Noakes and Brent Coward) has announced that this year's Valley Manor staff picnic will have a tropical theme! Mark your calendars for **Thursday, Sept. 2 from Noon to 4 p.m.** on the patio, and wear your “island party shirts”! It will be catered, so EVERYONE can enjoy the event!

LOS Luncheon

On **Wednesday, Sept 22, from 11:30 a.m. - 2:30 p.m.**, all Seniorsfirst employees and volunteers celebrating an anniversary milestone, plus all of this past year's Compassionate Heart winners, are invited to the annual Length of Service at Oak Hill Country Club. Shuttle buses will be available and all honorees will be compensated 2 hours pay to attend. Official RSVPs will be due soon, but let your supervisor know NOW if you plan to attend in order to schedule staff coverage.

The Kirkhaven 2010 Resident-Staff Water Party was...**A BLAST!**

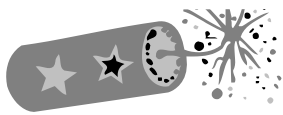


As you can see from the photos, some came more prepared than others! Thanks to everyone who participated! Once again you showed the true spirit of Kirkhaven coming together and providing a fun activity for both our elders and staff.



CLASSIFIED ADS

DONATIONS SOUGHT: If there is anyone who has Spanish language books and/or magazines they would like to donate to some of our Spanish-speaking residents at Kirkhaven, please bring them to the Therapeutic Recreation dept. **THANK YOU!**



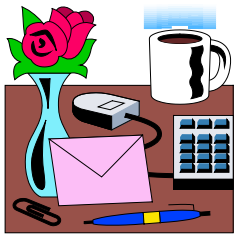
New Hires



Seniorsfirst Salutes



This month's **Valley Manor Spotlight** shines on **Arnold Curry**, Maintenance Mechanic, and **Jane Beideck**, Security Assistant!



Get Well Wishes

You many have noticed that long-time Kirkhaven volunteers, **Earl and Diane Dietz** have not been around this summer. Earl is continuing to have health problems. He sounds like he is in good spirits, but just not able to do as much as he has in the past. If you want to send a "miss you", or "just to say hello" card, give the card to HR and they will address it and mail it along.

Also, volunteer **Carolyn McAllister** is back from her surgery and she is smiling!!



Five Hours Old!

Congratulations "Grandma" Anne DiCesare, Mgr Assisted Living! Connor Ryan was born on Saturday, Aug. 21, weighing in at 7lbs, 11oz!



eLink is published by Seniorsfirst Communities & Services, 1570 East Ave, Rochester NY 14610. For more information, contact cdrinkwater@seniorsfirst.com.

Dajon Burns	Kitchen Aide	Kirkhaven
Tiana Dunham	LPN per diem	Kirkhaven
Matthew Jones	LPN per diem	Kirkhaven
O'Donna Thompes	LPN per diem	Kirkhaven



SEPTEMBER BIRTHDAYS

1	Renae James	LPN/Kirkhaven
2	Heidi Blake	CNA/Kirkhaven
	Cynthia Floyd	Housekeeper/Kirkhaven
4	Timesha Nathan	per diem CNA/Kirkhaven
	Deidra Thompson	CNA/Kirkhaven
	Uchekukwu Uche	per diem LPN/Kirkhaven
6	James Daniels	LPN/Kirkhaven
7	Sheena Cardoza	FNS Aide/Kirkhaven
8	Hirity Kidane	Server/Valley Manor
	Amy Mueller	Billing-Payroll/Valley Manor
9	Shirley Stokes	Resident Aide/Valley Manor
10	Brent Coward	Maint Tech/Valley Manor
	Ryan Gillman	Security Ass't/Valley Manor
	Marie Ann Lee	CNA/Kirkhaven
	Bonita Williams	Env Svcs Spvsr/Valley Manor
12	Patricia Cornish	per diem RN/Kirkhaven
13	Linda Mills	Resident Aide/Valley Manor
14	Lisa Phillips	Ass't Dir FNS/Kirkhaven
15	Thomas Alletto	Security Ass't/Valley Manor
	Jennifer Brown	per diem RN/Kirkhaven
16	Scott Maar	VP of Finance/Seniorsfirst
	Danielle Singleton	FNS Aide/Kirkhaven
17	Jasmine Adams	FNS Aide/Kirkhaven
	Gloria Graham	CNA/Kirkhaven
19	Paula McKnight	Rec Therapy Ass't/Kirkhaven
20	Habiba Abdi	CNA/Kirkhaven
	Clarence Hall	FNS Cook/Kirkhaven
	Jane Scott	per diem RN Spvsr/Kirkhaven
21	Thelma Flowers	Housekeeper/Kirkhaven
	Jolene Schweickhard	Admission Nurse Spec/Kirkhaven
	Zanebu Tafere	CNA/Kirkhaven
25	Alexis Barton	CNA/Kirkhaven
	Elaine Hiscock	Dir Pastoral Svcs/Seniorsfirst
	Frank Parsons	Maint-Apt Prep/Valley Manor
	Ivia Rivera	Dir of FNS/Valley Manor
26	Orapin Choktrakunchai	CNA/Kirkhaven
27	Vanessa Ruiz	Housekeeper/Kirkhaven
29	Voncia Brown	per diem LPN/Kirkhaven
	Sharon Cash	FNS Aide/Kirkhaven