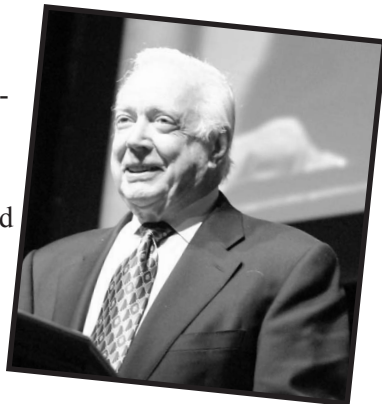


# Celebration of Aging

A record-breaking crowd of more than 1200 people attended Lifespan's March 31st *Celebration of Aging* luncheon at the Convention Center. The event calls attention to the opportunities presented by longer life.



In his speech, the 84 year-old Downs said that healthy older minds work just as well as younger minds. "It's just that an 85 year-old has a lot more experience to consider when answering a question than a 35 year-old does!"

Lifespan is indebted to our sponsors for making the *Celebration of Aging* a fundraising success!

**Superhero Sponsors & Underwriters of the Eli Rudin Second Half Hero Awards**  
MedAmerica Insurance Company of New York & Excellus BlueCross BlueShield

#### Hero Sponsors

John & Jayne Summers Foundation, New York State LECET, Rochester Business Journal, Rochester Gas & Electric, University of Rochester Medical Center, WARM 101.3, 13WHAM-TV

#### Take It On! Sponsors

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#### Role Model Sponsors

Alterra Clare Bridge of Perinton, Ames Amzalak Memorial Trust/Boylan Brown Code Vigdor & Wilson, Bartholomew Health Care System, Birds Eye Foods, Bonadio & Co., Hayes Fischer Capital Management, JPMorgan Chase Bank, Nothnagle Realtors, Panther Graphics, RIPA: Rochester Individual Practice Association, Inc., Rochester Building Trades Council, Rotenberg & Co., The Freedom Forum, The Harbor & Crossings at Greece, The Hurlbut Trust, Wilmorite, Inc., Woods Oviatt Gilman LLP

#### Supporting Sponsors

Unity Health System, Oppenheimer Funds

During the event, Chris Perna of MedAmerica Insurance Co. of New York, announced a \$2500 grant to Lifespan for the launch of the New York State Coalition on Elder Abuse.



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Lifespan helps older adults take on the challenges and opportunities of longer life.

# Celebration of Aging



Lifespan's 9th *Celebration of Aging* featured a wonderful speech by venerable newsman Hugh Downs, author of *Thirty Dirty Lies About Old Age* and *Letters to a Great-Grandson*. Mr. Downs spoke about the "Challenges and Opportunities of Longer Life." See the back page for more information.

## Lifespan Gives Eli Rudin Second Half Hero Awards & The Max M. Farash Award for Excellence in Aging/Long-term Care Services

Lifespan's *Celebration of Aging* highlights older adults who are breaking stereotypical myths about aging. Lifespan gave its **Eli Rudin Second Half Hero Awards** to five older adults who were among 39 nominated by community members as people who "take it on" in the second half of life.



Our honorees (pictured above) were: **Angelo Gallina, Dr. Bernard Brody, Virginia Sawdey, Art Trimble and Sue Soper.**

Lifespan's new **Max M. Farash Award for Excellence in Aging or Long-Term Care Services** was given to Judith Johnson, a recreation assistant at the Episcopal Senior Life Communities. Diane Anderson, Judy's nominator, wrote, "Judy's joy, compassion and love for our residents is evident in every action she takes at work."

Judy is seated (right) with co-workers and family members.



## Heartfelt Thanks to Legislators

Our state legislators are very supportive of Lifespan's services for older adults and caregivers. In some cases, (as with **Senator Nozzolio's** support of our Elder Abuse Prevention program), our service would not exist but for legislative assistance. We thank...

**State Senator Michael Nozzolio** has been our champion on **elder abuse prevention** since 1998. In that year, Senator Nozzolio first obtained a \$300,000 state grant that allowed Lifespan to expand to serve ten additional counties. His support has continued during the last seven years. Thank you Senator Nozzolio! Your assistance has helped hundreds of older adults.



**State Senator Joe Robach** lent his support to **Future Care Planning Services**, a collaborative with Al Sigl Center. This service helps families create a comprehensive life care plan for and with older persons with disabilities, particularly those with aging caregivers. Senator Robach secured \$75,000 on our behalf.



**State Assemblyman Joe Morelle** obtained a \$75,000 grant that supported many of Lifespan's programs for frail and vulnerable elders, including our home safety modification service, guardianship, and geriatric addiction.

## Lifespan Launches New Website: Check us out at [www.lifespan-roch.org](http://www.lifespan-roch.org)

Lifespan's newly designed website is more consumer-friendly!

The site divides Lifespan's services into categories that make it easier to zoom in on specific needs. Examples of page titles include: *For Vulnerable Older Adults, For Caregivers, For Mid-Life Older Adults, Planning for Longer Life, Recreation and Socialization, Older Adults with Developmental Disabilities* and *For Professionals*.

Visitors also can download Lifespan brochures, annual report and special focus publications like the report of the 2004 New York State Summit on Elder Abuse. The site includes a glossary of commonly used eldercare terms and links to other local, state and national resources. And attention contributors, you can now donate to Lifespan via this new secure site.

## Artful Aging! to Debut

Lifespan's *Celebration of Aging* highlights older adults who are role models for productive aging. The event reminds us that many, many more people are successfully *taking on* the opportunities of longer life.

Now we proudly introduce...

### Artful Aging!

On October 19, 2005, Lifespan and the Memorial Art Gallery will debut "Artful Aging." Our goal is to highlight local artists who have either found their art passion later in life or continue to pursue their craft during the second half of life. The event will feature both a live and silent auction of pieces crafted by artists age 60 or older.

The Honorary Chairs for this event are **Wendell Castle and Nancy Jurs**. Both are contributing a piece that will be auctioned during the evening. Ann Sevier Buckingham is the committee chair.

We also are delighted to announce that the **Signature Sponsor of Artful Aging is Preferred Care**. Preferred Care has hosted an "Art of Gold" exhibit for the last three years which recognizes the artistic talents of Preferred Care Gold and GoldValue members. In addition to the auction of professional artists' pieces at the event, as many as 60 Preferred Care Gold members also will exhibit.

Additional sponsorship and volunteer opportunities are available for the Artful Aging auction. Call Kari Hill at 244-8400, ext. 182 or email [khill@lifespan-roch.org](mailto:khill@lifespan-roch.org).

## Program & Service News from Lifespan

**The Insurance Information Counseling & Assistance Program** is now managed by Lifespan. This service is for people who have questions about Medicare and other health insurance plans. Our trained volunteers provide assistance with:

- Filing insurance claims
- Choosing the right policy to fit your needs
- Understanding Medicare and prescription drug plans
- Making an appeal about a Medicare payment ruling
- Understanding your health insurance options as you approach age 65.

Jim Lynd of **Lifespan's Anti-Scams** program is seeking speaking/workshop opportunities with local older adult community groups. Jim provides information about the latest scams and how to avoid them! Call Jim at 244-8400, ext. 193 or email [jlynd@lifespan-roch.org](mailto:jlynd@lifespan-roch.org)

Lifespan is accepting new clients into **CheckIt!**, a bill paying service. Lifespan becomes limited power of attorney for a client and manages all financial matters on their behalf. Call Gabe Geiger at 244-8400, ext. 189 for more information, or email [ggeiger@lifespan-roch.org](mailto:ggeiger@lifespan-roch.org).

We are seeking clients in for our newest employment service targeted to **retirees who want or need to return to part-time work**. You must be out of the workforce for at least nine months. **And attention employers!** We are also seeking job listings for an experienced client base. Call Ida Jones at 244-8400, ext. 476 or email [ijones@lifespan-roch.org](mailto:ijones@lifespan-roch.org).

Do you have concerns about an aging loved one's alcohol and/or prescription drug use? Lifespan's Geriatric Addictions Program is hosting an educational/support workshop on Tuesday, May 10 from 6 - 7:30p.m. Call Carol D'Agostino at 244-8400, ext. 184 to learn more or reserve your spot.

"As you drive through life, take someone with you," reads the ad that recruits volunteer drivers for older adults who need rides to medical and other appointments. Recently, 17 volunteers answered this ad and attended a training at Lifespan. They join over 150 new volunteer drivers. The commitment is flexible, convenient, and we provide supplemental auto insurance. If you and/or a friend are interested, call Sr. Anne Guerin at 244-8400, ext. 142, or email [aguerin@lifespan-roch.org](mailto:aguerin@lifespan-roch.org).

## Lifespan Provides Guidance on Long-term Care Insurance Options

Are you thinking about purchasing long-term care insurance? Are you confused by the array of options and coverages? You should consider an appointment with Lifespan's Angie Shortino who can sit down with you for a personalized, nothing-to-sell consultation.

Long-term care insurance is a fairly new product that is purchased to pay for nursing home expenses or home care for someone with a prolonged illness or disability. Depending on the policy, coverage may also extend to assisted living, adult day services or respite services.

Because of the very high cost of these types of care, long-term care insurance is a valuable tool for many families. In

Upstate New York, nursing home care averages about \$210/day, and the cost is rising annually. Most people cannot keep up with these expenses for very long.

Long-term care insurance provides an alternative to depleting savings and assets when private paying for nursing or long-term home care. Its purchase by more people also means that fewer people will come to depend on Medicaid to pay for nursing home care - a fast growing portion of the government's Medicaid bill.

For a nothing-to-sell consultation, call Angie at 244-8400 ext. 118. Our consultation fee is \$65 per hour and a full consultation typically takes two hours.

## Lifespan Offers Eldercare Presentations

Long-term Care Financing, June 21, 6:30- 8:00 pm., The Harbor at Greece, Presenter: Angie Shortino, RSVP to 720-931.

Handling Difficult Behaviors in Elders, May 11, Noon, Alterra Clare Bridge of Perinton, Presenter: Cindy Steltz, RSVP to 249-9990.

Emotional Impact of Caregiving, June 1, 6:30 - 7:30pm, Alterra Clare Bridge of Perinton, Presenter: Cindy Steltz, RSVP to 249-9990.

All presentations are free and open to the public and health care professionals.