

Seniorsfirst Salutes In time of need

*As all of you may or may not know, **Mary Scorsone**, Payroll Manager in the Finance Office, has been in Puerto Rico with her seriously ill daughter and premature twin granddaughters. Our Seniorsfirst family has started a fund raising effort to help Mary out. Monies to help defray the cost of staying in Puerto Rico—gift cards (Visa, Master Card) for food etc., would be of considerable value to Mary and Sam. The health care system in Puerto Rico requires patients to buy their own linen, towels, supplies, etc. Mary is staying in a near-by hotel, and as you can imagine, the cost is adding up. Please send donations to Karen Krolak, Finance Dept., or stop by the reception desk at Kirkhaven. Please help out if you are able. Thank you.*

This is your newsletter!

The **LINK** is published by and for the staff of Seniorsfirst. Submit your ideas, articles, photos and news items to Cilla Drinkwater, Director of Marketing at 770-1954 or email to cdrinkwater@seniorsfirstonline.com

Seniorsfirst, 1570 East Ave, Rochester, NY 14610

We give you Bob!



Stay tuned ...

for new Valley Manor commercials on cable and network TV featuring Bob Otto, Security Team Leader, and the virtues of Valley Manor services during a Rochester winter!



February Birthdays

1	Linda Wright	F&NS Aide, Kirkhaven
3	Sheila Hunley	per diem CNA, Kirkhaven
	Nancy Krutenat	Music Therapist, Kirkhaven
4	Diane Dancy	per diem CNA, Kirkhaven
	Marshaye Pointer	per diem CNA, Kirkhaven
7	Sonia Rodriguez	per diem CNA, Kirkhaven
8	Gail Reeves	Res. Svcs Mgr, Valley Manor
	Cecile Webley	CNA, Kirkhaven
9	Phyllis Parker	LPN, Kirkhaven
	James Payne	VP Mktg & Comm Svcs, Seniorsfirst
10	Ericka Gamble-Hall	per diem CNA, Kirkhaven
12	Michael Rizzo	Senior Security Ass't, Kirkhaven
	Jose Ruiz	Housekeeper, Kirkhaven
14	Trudi Kolb	Security, ES Ass't, Valley Manor
	Christopher Westbrook	Environmental Svcs Spvsr, Kirkhaven
15	Joan Sitzer	Resident Aide, Valley Manor
16	Robin Green	per diem LPN, Kirkhaven
	KraSheena Sapp	per diem CNA, Kirkhaven
18	Karen Cotsworth	CNA, Kirkhaven
20	Sandra Paisley	CNA, Kirkhaven
	Courtney Westbrook	F&NS Aide, Kirkhaven
23	Pat Brezinski	Accts. Payable, Seniorsfirst

Compassionate Heart Winner Hanson Thomas



Valley Manor's crackerjack maintenance team with 1st Qtr Compassionate Heart recipient, Hanson Thomas (center).

With his year's of experience, Hanson is a very well-regarded member of our Valley Manor Maintenance Team. "Hamp", as he is nicknamed by some, started at Valley Manor in 1997 in Food Service, but soon showed an interest in Maintenance with his natural talent for working with his hands. Because of his skill sets, knowledge, hardworking efforts, and his ability to communicate politely and effectively with our residents, Hamp often receives special requests. He does his best to ensure our residents get the service they expect and deserve. He never walks down these halls without saying hello to a resident or staff member.

He is a huge asset to our maintenance team, performing the bulk of the regular work orders when other team members are busy with auxiliary projects or apartment preparation needs. Because of his experience, Hamp is also one of my most valued advisors in the event of an incident. He has just about seen and dealt with any issue.

All of this and he makes the time to ensure the grass is cut and the exterior of our facility is always looking the best it can. He continuously lends a hand or helps out with special events. He is a true team player. I am looking forward to working with Hamp for many more years!

—Eric O'Connell,
Dir of Facilities, Valley Manor

Message from the President

Workplace Satisfaction Remains High

There is a proven relationship between the level of job satisfaction by the staff and the level of quality outcomes by the organization. In the senior services field, quality care and service cannot be provided without satisfied employees.

Therefore, as CEO, it is important to me that I ensure and foster an organization that has a high level of staff satisfaction. My philosophy is that if I can keep our family of staff happy and joyful in their work, than Seniorsfirst will always be a happy and joyful place for our residents and clients. Sounds simple enough, but it is a challenge and something we must work at every day!

To monitor our success in this endeavor, we routinely hire an outside, independent consultant to confidentially coordinate, compile and report on an employee satisfaction survey process and its results. We want to know how are employees are doing and how they rate their employment experience at Seniorsfirst.

We recently completed the 2009 Employee Opinion Survey and I'm pleased to say that the results continue to be outstanding. We are sharing the results with staff at special employee meetings, but here is a summary of the results.

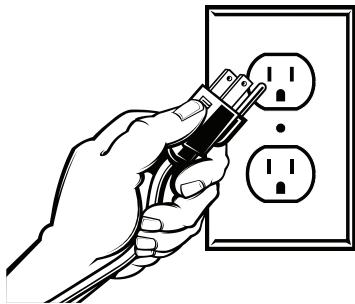
At Valley Manor, with 66% of the staff responding:

- 80% are satisfied overall with the organization's leadership
- 88% are satisfied overall with the direct supervision they receive
- 68% are satisfied that they receive a fair wage for the work they do
- 81% are satisfied overall with their benefits package

(Continued on pg. 3)

“Going Green” Tips

UNPLUG!



Did you know that a cell phone charger can still consume electricity even when a phone isn't connected to it? In the average home, **25% of the electricity used to power home electronics is consumed while the products are turned off.**

To stop these “phantom loads” when devices are not in use, unplug them or connect them to power strips, which can then be turned off. (Source: U.S. Dept. of Energy)

hr update

2010 Budget Impact on Wage Increases

We're sorry if you were unable to attend the employee information meetings concerning Seniorsfirst's financial performance and the 2010 budget. Cheryl Smith at Valley Manor and Amanda Brown at Kirkhaven talked about their respective communities and how a variety of factors may make 2010 a challenging budget year. The reasons for this are very different for Valley Manor and Kirkhaven, but the result is the same—we are **unable at this time to offer merit increases at either community for 2010.** The austerity budget at both communities is still in effect. We will continue to seek strategies and push for better outcomes and hopefully revisit this decision as the year progresses. As the economy and state of the State improves, so should our financial performance and our ability to increase wages.

—Cass Tilliman, VP of Human Resources

Upcoming KH Dress Down Days

February:

In celebration of Black History Month, dress down days will be **every Monday and Wednesday for all of February.**

March:

St. Patrick's Day, Wednesday, March 17

***These dress down days are in addition to our usual Friday dress down days.*

2009 was a very productive year!



In addition to our major patio renovation, here are some of the *other* projects completed by the Valley Manor Facilities Department in 2009:

- Connected apartments 814 - 816 - 818 and 408 - 410 to create two luxuriously spacious custom apartments for new residents
- Performed numerous apartment upgrades to increase marketability
- Purchased and installed state of the art health call system for all VM residents
- Repaired concrete walkways along entrance
- Expanded the Shane Iris Garden
- Removed damaged trees and pruned others
- Installed ADA compliant door handles on exterior
- Replaced all emergency lighting with high efficiency LED lighting
- Installed new window tinting in main dining room

- Installed insulated glass in Garden Room
- Resealed and painted west parking lot
- Installed high efficiency exhaust fans in resident apartments
- Installed new exterior electrical circuits for future Musicfests
- Made improvements to pool and spa equipment
- Installed new user license for Identocard system
- Purchased new tools for apartment renovations
- Contracted property-wide grounds plantings
- Purchased new furniture for Assisted Living lobby
- Installed fluorescent bulbs in community lighting
- Purchased new vacuums for housekeeping
- Installed stainless steel wall covering in kitchen
- Installed five custom serving stations in dining room
- Installed new service refrigerator

Workplace Satisfaction *(continued from pg.1)*

- 95% are satisfied overall with the work environment & safety conditions
- 82% are satisfied with the communication within the organization
- 95% would recommend Valley Manor as a good place to work
- 91% would recommend Valley Manor to family and friends for service
- 90% are satisfied overall with the job environment
- 86% believe the survey results will be used to make Valley Manor better
- 66% are satisfied with communication within the organization (60%)
- 85% would recommend Kirkhaven as a good place to work (73%)
- 82% would recommend Kirkhaven to family and friends for services (71%)
- 86% are satisfied overall with the job environment (69%)
- 80% believe the survey results will be used to make Kirkhaven better

These scores far exceed industry standards (our consultant tells us) and have been attained and sustained for the past several years.

At Kirkhaven, with just under 50% of the staff responding:

- 68% are satisfied overall with the organization's leadership (65%)
- 79% are satisfied overall with the direct supervision they receive (69%)
- 57% are satisfied that they receive a fair wage for the work they do (54%)
- 80% are satisfied overall with their benefits package (67%)
- 88% are satisfied overall with the environment & safety conditions (70%)

These results represent even greater improvement from the previous year and in all cases are higher than what the national averages are within the nursing home field (shown in parenthesis).

As senior service facilities continually work to develop a comprehensive approach to quality outcomes, assessing employee satisfaction is essential. Providers that monitor and foster staff satisfaction and commitment to their work, position themselves for better success in retaining the best employees and the best quality of service.

I am both thankful and proud of our employee satisfaction results and pledge to continue to support staff in as many ways as we possibly can to ensure continued and improved results. For we all know that, at Seniorsfirst, ***“Our People make the Difference!”***

***—Jim DeVoe,
President and CEO***

Sam's Club Gift Card Offer for Seniorsfirst Employees



A Sam's Club representative will be at **Kirkhaven on Thursday, January 28 from 9 a.m. to 4 p.m.** Sam's Club will offer a \$20 Gift Card to anyone who signs up for a new membership or renews their current Sam's Club Membership. This promotion is only available to those who sign up with the representative on-site. A personal membership of \$43.20 gets you 2 cards for 1 year. Much more than discount groceries, Sam's offers One-Hour Photo, Pharmacy with \$4 generic prescription drugs, and an Optical Department with an optometrist.

Membership also includes discounts on:

- Travel Services
- Check Printing
- Roadside Assistance Programs
- Pet Insurance
- Home and Auto Insurance

Only cash and checks (no credit cards) will be accepted.