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Graceview Manor (subsidized HUD housing)
Pearl and Everett Gilmour Skilled Nursing Facility

Elizabeth Church Campus, Binghamton, NY
Elizabeth Church Manor Skilled Nursing Facility
Manor House (independent living)
St. Louise Manor (residential living, assisted living, adult care)

Tunkhannock Campus, Tunkhannock, PA
Offers assisted living and personal care

Hilltop Campus, Johnson City, NY
James G. Johnston Skilled Nursing Facility
The Highlands (independent living)
Grand Care Children's Center
Also offers adult care and assisted living.

Wesley Village Campus, Pittston, PA
Anderson Personal Care Facility
Brooks Estates (independent living)
Myers Manor (independent living)
Partridge-Tippett Skilled Nursing Facility

United Methodist Homes Launches New Advertising Campaign

After taking a step back to complete research and reformulate a new concept, United Methodist Homes is pleased to be back in the market with new advertising this summer. The Homes' agency, Crowley Webb and Associates of Buffalo, presented the organization with two campaigns to choose from. The winning concept, called "People caring for people," resulted from research completed by a national firm. The research included feedback from line staff, administrators and family members, all of which pointed definitively to the same conclusion: United Methodist Homes' staff is what sets us apart from the competition.

The "People caring for people" concept focuses squarely on real United Methodist Homes staff members, six of whom were selected to be featured in the campaign. All six work closely with residents and have been recognized by the Homes and/or outside organizations for their contributions and above-and-beyond service. In addition, they represent the broad variety of the Homes' staff

members in terms of age, race, gender, job functions and clinical/work experience. Thank you to the following staff for their participation in the campaign: Aaron Ampula, Social Worker, Hilltop; Malene Fralick, RN, Licensed Agency Director, St. Louise Manor; Danielle Janeski, Assistant Administrator, Wesley Village; Agnes Lado, PCA, St. Louise Manor; Charles Shay, CNA, Hilltop; and Lindsey Thomas, CNA, Wesley Village. Six United Methodist Homes residents appear in the campaign alongside staff. Thank you to Ann DeSanctis, the Highlands; Dr. Beverly Hosten Dorsey, St. Louise Manor; Dan and Bette Knight, the Highlands; Dr. Vern Lubs, Manor House; and Pauline Warren, Hilltop. Fralick and Dr. Dorsey are featured in the television commercial.

Photo shoots for the campaign took place over a two-day period at the end of June. Photos were taken in various locations on the Hilltop Campus and in the Knight residence at the Highlands. Pictures from the shoots will form the foundation of the print and television portions of the

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What sets United Methodist Homes apart is our people. Like Malene, who not only provides professional care, but tries to bring a smile to each resident's face every day. Come meet her and the rest of our dedicated staff. Call us at (607) 729-2305 or visit www.unitedmethodisthomes.org.

United Methodist Homes. **People caring for people.**

All senior living communities have nurses.
Only we have Malene.

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One of the campaign's print ads, featuring Malene Fralick, RN, (right) and St. Louise Manor resident Dr. Beverly Hosten Dorsey.

Administrative Editorial

Gary Breuilly, Chief Operating Officer & Assistant President



Recently-completed market research related to our new advertising campaign reaffirmed what

many of us already knew: What makes United Methodist Homes different is the people who work here. We are blessed to have scores of dedicated employees for whom caring is truly an art form. Who better than they to represent what makes our campuses special places to live and

excellent places to receive care when it is needed? As the campaign was being developed, it made perfect sense to feature our staff in the advertisements.

The employees who appear in our ads are outstanding in their own right – and they also represent hundreds of their equally exceptional peers. Our staff members come in all shapes and sizes and live throughout the region we serve. Some have worked for the Homes for many years, others for just a few. But they share

one thing in common – they care. Our new advertising celebrates that caring, and it is up to all of us to continue that celebration.

I've talked before about the importance of recognizing the good work that occurs on a daily basis on all United Methodist Homes campuses. I'm asking each of you to say a special thank-you to someone you know at United Methodist Homes who makes a difference because of how much he or she cares.

Hilltop Celebrates "Wedding Day" With Special Events

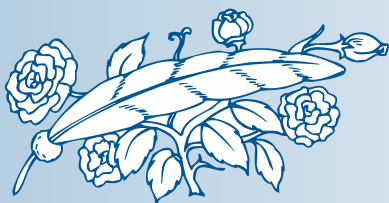
In honor of June's historical reputation as the month of weddings, the Hilltop Campus hosted a "Wedding Day" on June 26. Residents and staff loaned wedding dresses from all eras for viewing in the main Hilltop lobby, and the activities staff organized a display of more than 75 wedding portraits of residents and staff. Each photo was posted over a tent card with the wedding year on the outside – those enjoying the display could guess the identity of those in the photo before opening the tent card to reveal the names.

The highlight of the event was the afternoon vow renewal ceremony led by Chaplain Lea Harding, during which more than a dozen resident couples renewed their vows. Husbands and wives received corsages and boutonnieres, and many couples had family members in attendance. Activities staff served as bridesmaids and blew bubbles at the assembled guests at the conclusion of the service. Three television stations covered the event, including News Channel 34, FOX 40, and WBNG-TV 12. Residents Viola and Harris Allen were interviewed by one of the reporters, and explained why the event was so significant to them. Said Mrs. Allen, "We were married during the war, when Harris was on leave. We never had a real wedding, so this is really special to us."

The day was capped off with an evening wedding reception with music by United Sounds. Thanks to Angeline's Florist, Cleveland Plant and Flower, Dillenbeck's Florist, Endicott Florist, The Flower Company, Ladybug Florist, MacLennan's Florist and Tioga Gardens for the donation of flowers. Cakes were provided by Sam's Club and WalMart, and JC Penney donated mannequins to display dresses. Special thanks to Hilltop Assistant Dietary Director Tom Nunn for his hard work on the wedding cake.



Hilltop residents Harris and Viola Allen were interviewed by a television reporter about the event's special meaning for them.



Hilltop Administrator Jerry Halbert (left) looked on as his parents, Hilltop residents Doris and Jay Halbert, renewed their vows. The Halberts' 59th wedding anniversary was the same day as the event.



Staff Announcements



Diane Husar, RN

Diane Husar, RN, has been named Director of Nursing for the Elizabeth Church Manor

Nursing Home on the Elizabeth Church Campus. She has been with United Methodist Homes for 11 years, first as the MDS Coordinator on the Elizabeth Church Campus, then as the Quality Assurance Coordinator, and most recently as the Assistant Director of Nursing at Elizabeth Church Manor.

Husar earned her nursing degree from Broome Community College in Binghamton, NY. She has more than three decades of nursing experience, with a focus in geriatrics.



Bobby Yacuzzo

Bobby Yacuzzo has been named Assistant Dining Services Director for the Elizabeth

Church Campus. He has been with United Methodist Homes since 2004, and comes to the Elizabeth Church Campus from Hilltop, where he held the same position. In his role, Yacuzzo is responsible for scheduling dietary staff, inventory, ordering food, overseeing kitchen production and more.

Yacuzzo earned his associate's degree in culinary arts from the Florida Culinary Institute in Palm Beach, Florida. He is certified by the National Restaurant Association as a ServSafe Certified Manager. In 2000, he appeared on the Food Network show "Food Fantasy," where he cooked for the Florida Marlins baseball team.

Elizabeth Church Campus Recognizes Employee of the Month



Danielle Roser, RCNA

Danielle Roser, RCNA, has been named the Elizabeth Church Campus' Employee of the Month for July. Roser has worked at United Methodist Homes for almost 18 years, and is described as an employee dedicated to improving quality of life for all residents.

She has been recognized regularly in the Shining Star program, with recent nominations including comments from coworkers and family members such as, "Danielle is a dedicated employee. Residents love her laughter and her conversation. There is a special connection between Danielle and the residents," and "Danielle spends extra time with my mom. She always treats my mom well, and is very professional." Residents also nominated Roser for the honor, with comments such as, "I love Quiznos, and on Fridays Danielle brings me a sub and pays for it herself. She has a heart of gold!" and "I needed a new watch battery, and Danielle got it fixed for me. She is always helping me and I think she does a wonderful job."

Congratulations, Danielle!

COMET Launches at James G. Johnston Nursing Facility

The COMET program launched at the first United Methodist Homes location – James G. Johnston Nursing Facility on the Hilltop Campus – at 12:01 AM on July 1. Clinical informaticists were on hand to assist staff, and thanks to careful preparation on the part of all staff, the day went very well.

At lunchtime on July 1, the campus hosted a rocket launch for staff, residents and Grand Care children, followed by a picnic lunch for staff. Special thanks to Todd Savage for taking time out of his day to set up the rockets, to Bob Yacuzzo and the Hilltop Dining Services Department for the fantastic lunch, and to Chief Financial Officer Nelson Snyder for being a good sport and making a costumed appearance as Darth Vader.

Watch for details as COMET comes to more locations!

Taking a brief respite after the program's midnight launch were (front row, left to right) Janine Savage, RN, RAC-CT, United Methodist Homes' Vice-President of Clinical Operations and the Corporate Compliance Officer; Assistant President & Chief Financial Officer Nelson Snyder as Darth Vader; Clinical Informaticist Amy Miller, RD, RAC-CT; Clinical Informaticist Heather Morgan, RN; (back row) Quality Management Director Jill Murray; and Health Information Coordinator Mary Freeman.



United Methodist Homes Launches New Advertising Campaign

Continued from page 1

campaign, and will also appear on the Homes' newly-redesigned website (debuting later this summer) and in collateral materials such as brochures, posters and flyers.

Look for commercials from the new ad campaign on WBNG-TV, WIVT and WBGH in New York State, and listen for radio spots in Pennsylvania on WGGY-FM Froggy 101, WILK-AM NewsRadio, WMGS-FM Magic 93, and WSJR-FM Junior 93.7. Print ads will appear in the *Press and Sun-Bulletin* (Binghamton), and the *Times-Leader, Citizens' Voice* and *Times-Tribune* (Wilkes-Barre/Scranton).



With lighting help from assistant Erica Eichelkraut (far right), photographer Rhea Anad (lower left) shot pictures of Hilltop resident Pauline Warren and Hilltop Social Worker Aaron Ampula for the campaign.

Wesley Village Assistant Administrator Danielle Janeski and Manor House resident Dr. Vern Lubs chatted during their photo shoot at Hilltop.



Shorts

On June 24, Elizabeth Church Campus residents released the ladybugs and butterflies they raised from larvae.

United Methodist Homes' Associate Development Director Bonnie Slocum attended the Fund Raising School course "Planned Giving: Getting the Proper Start," from June 24-26 in Indianapolis, IN. In the course, Slocum learned about the benefits of planned gifts, how to help donors decide on the type of gift to make, matching donor needs to your organization's needs, and understanding appreciated property, deposit agreements, wills and bequests, insurance and charitable lead trusts. Slocum is pursuing a certificate in fundraising management through the School. She also attended Fund Raising Day in New York City on June 13. This event was sponsored by the Greater New York Chapter of the Association of Fundraising Professionals, and is the nation's largest one-day conference on philanthropy.

On June 25, Elizabeth Church Campus

Administrator Vicky Morabito and Elizabeth Church Campus Human Resources Director Marie Woody attended "Medical Surge Planning for Nursing Homes 2008," in East Syracuse, NY. The seminar was sponsored by the New York State Department of Health in partnership with the New York Association of Homes and Services for the Aging (NYAHS), the Healthcare Association of New York State (HANY) and the New York State Health Facilities Association (NYSHFA).

On June 26, more than 450 people affiliated with United Methodist Homes and United Methodist congregations, youth groups, men's groups, women's groups and more, attended a Binghamton Mets game at NYSEG Stadium in Binghamton. Proceeds from United Methodist ticket sales were directed to charities including the Society of Andrew's hunger-ending mission (\$500), the Upper Room Prayer Line (\$500) and Volunteers in Mission (\$200). Thanks to everyone who attended!

The Corporate Office welcomes Betty Bock, who began as an Insurance Billing Specialist on June 30. She comes to the Corporate Office from the Elizabeth Church Campus.

Farewell to Hilltop Social Worker Wilma Ace, who retired on July 7 after 16 years of service.

Lawrence Kassan, Founder and Director of the Rod Serling Video Festival, spoke at the St. Louise Manor coffee hour on July 8 on the subjects of Rod Serling, *The Twilight Zone*, and the annual festival. St. Louise Manor resident Martha Talkiewicz shared that she heard Serling speak at her son's 1968 Binghamton High School graduation ceremony.

Hilltop residents enjoyed a prom dress fashion show by Johnson City High School students on July 11. On July 15, residents traveled to Highland Park to enjoy a performance by the Carousel Harmony Chorus.

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St. Louise Manor Purchases Resident Artwork

On June 15, St. Louise Manor resident Ted Whipple gave a presentation to fellow residents about his watercolor "Market Day in Arles, France," which the facility's Quality of Life Committee recently purchased for display in the St. Louise Manor Dining Room. Whipple created the work during a "painting holiday" in Europe, which featured instruction by noted American artists. Wanting to take full advantage of the time available during the trip, he described painting so quickly that his paintbrush flipped out of his hand and landed on the other side of a fence! A Binghamton native, Whipple began painting in the mid-1960s, when he was in his fifties. His specialty is called transparent watercolor, and his primary subjects are landscapes and streetscapes. The committee also purchased a large watercolor painted by Whipple's wife, Olive, an Elizabeth Church Manor resident and a gifted watercolorist herself.



College Course Open to Those 65 and Over

The Broome Community College course "Ethics: Moral Philosophy" will be taught in the St. Louise Manor classroom on Tuesdays and Thursdays from 10-11:15 AM beginning August 26 and ending December 11. Anyone age 65 and older is eligible to audit the course at no cost, and with no obligation to complete readings or written assignments. You do not have to be a United Methodist Homes resident to participate.

Call JoAnn Kunkle at (607) 722-3463, ext. 229 to sign up.

Join the United Methodist Homes' Memory Walk 2008 Team!

United Methodist Homes is the presenting sponsor of the Alzheimer's Association's Southern Tier Memory Walk 2008, scheduled for September 21 in Otsiningo Park, Binghamton. Last year, more than 50 United Methodist Homes employees and family members, residents, and resident family members participated in the Southern Tier event, raising nearly \$6,000. This amount was matched by the United Methodist Homes Trust, bringing the total donation to \$10,925.

According to United Methodist Homes Chief Operating Officer Gary Breuilly, "Our goal is to raise \$12,000 this year before requesting funds from the Trust. As the presenting sponsor we'd like to make a statement with our fundraising that Alzheimer's research is an important cause that we're behind 100%." Fundraising will involve not only pledges of support for individual walkers, but also the community yard sale at the Elizabeth Church Campus (see page 6), basket sales, bottle drives and more.

Help us meet the United Methodist Homes' fundraising goal by walking or supporting the event! To donate or join, visit <http://mwst.kintera.org> and click on United Methodist Homes.



Short-term Rehabilitation Graduates Gather at the Doris L. Patrick Campus

The Doris L. Patrick Campus hosted a reunion for short-term rehabilitation graduates who completed their rehabilitation programs at the Pearl and Everett Gilmour Health Care Facility between 2006 and 2008. Approximately 100 people attended the July 9 event.

Attendees enjoyed a full picnic lunch, as well as comments from four rehabilitation graduates. Doris L. Patrick Campus Administrator Steve Woodruff and Therapy Program Manager Lindsay Dechow, OTR/L, also spoke. Said Dechow, "It has truly been an honor working with each and every one of our graduates, and it's exciting to see everyone reach their highest level of independence."

Therapy Program Manager Lindsay Dechow, OTR/L, embraced short-term rehabilitation program graduate Charles Kiesel during the picnic.

Wesley Village Hosts Luncheon for Health Care Professionals



The Wesley Village Campus hosted a luncheon for regional health care professionals on June 13 at the Irene Raeder Community Center. Professionals from throughout the region attended, including hospice staff, hospital discharge planners, home health providers, nursing home social workers and health care administrators. Attendees were able to tour the campus and learn about the services and living options provided by United Methodist Homes. Shown enjoying the luncheon are (clockwise from lower left) Wilkes-Barre General Hospital Transitional Care Unit Social Workers Kathy Chamberlain and Amanda Gilsky; United Methodist Homes Residential Services Case Management Specialist Elaine Salus; Golden Living at East Mountain Administrator Linda Bravyak and Social Services Director Melissa Zelinski; and Wilkes-Barre General Hospital Transitional Care Unit Administrator Donna Sowchik.

Annual Barbecue at Doris L. Patrick Campus

The Doris L. Patrick Campus hosted its annual barbecue on June 20. The weather was cool for a picnic day, but residents enjoyed the special lunch and music by the Tweedlers. Shown at the event are (clockwise from lower left) residents Charles Roberts and Dick Crandall and Administrator Steve Woodruff.



Elizabeth Church Campus Garage Sale a Success

The Elizabeth Church Campus hosted a community garage sale on June 6 and June 21 as part of their fundraising efforts for the Alzheimer's Association's Memory Walk 2008. Staff, family members and visitors donated household items, books, toys, furniture, electronics and more for sale. Proceeds from the two days totaled over \$1,500.

Special thanks to resident family member Linda Lee for her hard work throughout the entire sale, and to the Elizabeth Church Campus Maintenance Department staff members for their assistance with setup and breakdown and during the event.

Mark your calendar!

11th Annual Wesley Village Car Show

Noon – 3 PM
Sunday, September 7

Event includes a 10:30 AM worship service, a classic car display, craft fair, food and more!

Shorts *Continued from page 4*

Congratulations to Wesley Village Campus Activity Consultant/Volunteer Coordinator Tami Chesniak, ACC, who recently received her consultant certification from the National Certification Council for Activity Professionals.

The Doris L. Patrick Campus recently purchased new mattresses and donated the old mattresses to the YMCA's Camp Thompson. This reduced waste and also enabled one not-for-profit community organization to support another.

The United Way GROW boxes on the Elizabeth Church Campus are producing zucchini, cucumbers, tomatoes, beans, eggplants, yellow squash and radishes. The boxes were planted by volunteers from ACHIEVE. The vegetables raised are being sold at the reception areas in Elizabeth Church Manor and St. Louise Manor. All proceeds are donated to the CHOW food bank.

Letters of Appreciation

To the Tunkhannock Campus

I am so grateful for the care and support (and love!) you gave to my mom during her stay at Tunkhannock Manor. She only voiced one complaint – that she couldn't win more than once at bingo! "Thank you" just isn't enough – you create the atmosphere of family.

To the Elizabeth Church Campus

Thanks to all the first floor and Elizabeth Church Manor staff. I hope you know how much we appreciate your comfort and kindness during this difficult time. You went beyond and became Mom's friends and I know that comforted her. Thanks so much for the drink cart and food for our last two days with her. Your compassion will not be forgotten. God bless you.

To Brooks Estates from Brooks residents

Thanks to Jill Sherinsky for your efforts to keep us happy. We are very lucky to have you put up with us! Keep up the good work. The atmosphere here – that you have created – is A-plus!

To the Hilltop Campus

Thanks to the STAR Unit staff. I was moved to tears by your heartfelt remembrances of our beloved aunt. She was so special to us, and it is a comfort to know she was also so well thought of by her caretakers. Thank you so much for your loving care, which was especially evident during her last days. Our whole family appreciates your dedication and sympathy.

To the Hilltop Campus

Our entire family would like to thank Maureen and the SUN Unit staff for your love and care for our mom. She came to call Hilltop "home" and was happy with her stay there. We really appreciate the patience and kindness you give to the residents. It was hard for us to leave her there, but we knew she was in good hands.

To the Elizabeth Church Campus

I would like to extend a heartfelt thank you to the Elizabeth Church Manor staff, and in particular to Ellie Johnson, an outstanding and caring staff member. My aunt was a resident at your facility for many years until her recent death. I always knew she was well cared for, but the special attention Ellie showed made me confident that she was loved as well. The afternoon we met Ellie was like finding a family member. She was so kind to the elderly resident she affectionately named her "Golden Girl." Ellie went out of her way to connect my aunt with her roots in the Montrose area, bringing back memories of the past to entertain her. I was very touched to hear of Ellie's physical comfort in hugs during my aunt's very last days. I know my aunt must have felt that she was embraced in the arms of a true and dear friend. What a solace to us who could not be there except in thoughts and prayers. Ellie should be recognized for her excellence above and beyond the duties of her job.

To the Elizabeth Church Campus

I am writing about the exceptional care that physical therapist Zeshaan Qureshi provides for my mother. He has taken the time to work with my mother and has produced more positive results with his exercise program than any other physical therapist has attained. He has also communicated with me several times concerning my mother's progress in rehabilitation. We have open communication and I appreciate the time he takes to keep me informed. I appreciate the patience Zeshaan has shown to both my mother and myself.

To the Hilltop Campus

My wife was at the James G. Johnston Nursing Home on the Hilltop Campus for more than four years before her death. She was given compassionate and loving care by the staff of Unit 2. The nurses, aides and all other workers showed highly professional skills and loving concern for her comfort and well-being. Our community is richly blessed with these angels who are dedicated to serving others. May God bless them all.

To the Wesley Village Campus

My brother and I just wanted to thank all of you for taking care of our mom. Wesley Village became Mom's "home away from home." We extend our appreciation to all who took care of her and helped her through this difficult time. Mom spoke highly of all of you and she was thankful for your compassion and encouraging words. We felt comfortable leaving her in your care, knowing she was in great hands. Special thanks to Jill and Dan for being with Mom during her final hours. You all have a special place in our hearts.

To the Tunkhannock Campus

I'm sorry it's taken me so long to write, but there hasn't been a day that I haven't thought of you all. We have always been very appreciative of all you have done for my mother. She may not have told you, but I know she was very happy at the Manor and loved you all and what you all did for her. We miss seeing you and the friends we made in Tunkhannock.

DONATING TO THE HOMES

If you would like to make a donation or consider a planned gift to United Methodist Homes, please call the Corporate Office at (607) 775-6400, ext. 280. Checks may also be mailed to 10 Acre Place, Binghamton, NY 13904.

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Abbreviations

- DLP – Doris L. Patrick Campus, Norwich, NY
- ECC – Elizabeth Church Campus, Binghamton, NY
- JGJ – James G. Johnston Skilled Nursing Facility, Johnson City, NY
- SLM – St. Louise Manor, Binghamton, NY
- UMH – United Methodist Homes
- WV – Wesley Village Campus, Pittston, PA

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Dairy Princess Visits Tunkhannock Campus

On June 30, Wyoming/Lackawanna County Dairy Princess Autumn Henning ended her reign by presenting a copy of her scrapbook to the residents of United Methodist Homes' Tunkhannock Campus. Resident Lillian Davis (left) accepted the scrapbook from Henning (center) and Dairy Maid Natasha Carey.



Wesley Village Residents Enjoy Fishing Trip



On June 19, the men of the Wesley Village Campus were treated to a fishing trip at Frances Slocum State Park in Shavertown, PA, accompanied by employees from the Plant Operations and Activity Departments. Staff members assisted residents with fishing, and then grilled burgers and hot dogs for lunch. This type of trip is offered at least twice each year, in addition to baseball games and picnics. Plant Operations Director Jerry Sulkoski is shown assisting Partridge-Tippett resident Daniel Cardoni in showing off his prize catch.