

Mass-ALA Membership News



Look for the helpers. You will always find people who are helping.'

Fred Rogers

Fred Rogers often told this story about when he was a boy and would see scary things on the news: "My mother would say to me, 'Look for the helpers. You will always find people who are helping.'" We are dealing with some scary times right now and I am honored to work with all of you and your staff. THANK YOU for being the helpers and for caring so much.



Membership Dues Reminder

If you have already paid your Mass-ALA dues for 2020, THANK YOU. For those of you who haven't, I wanted to remind you that your 2020 Mass-ALA membership dues needed to be paid on **January 31, 2020**. I understand that with the COVID-19 crisis you are dealing with many new details. As a courtesy we have delayed implementation of the late fee until May 1, 2020. Be sure to reach out to me, mchamberlin@mass-ala.org, or 781-622-5999, ext. 110, if you have any questions.

Assisted Living Communities' Updates

There's lots going on at our member assisted living communities:

- ❖ **CONGRATULATIONS** Wingate Healthcare has named Marc Cohen to lead **Wingate Residences at Needham**, a continuum of care senior living campus featuring a separate, luxury independent living community at One Wingate Way, 235 Gould St., Needham. Marc brings more than 35 years of leadership experience in healthcare and senior living. As executive director, Cohen will oversee the community's daily operations, including safety procedures, staffing decisions and enrichment programming.
- ❖ **Way to Go!** (pun intended) - The senior citizens who live at **Standish Village Assisted Living** in Boston's Dorchester neighborhood like to get out and about in the city to take advantage of Boston's many cultural sites, special events and restaurant scene. The community transports residents in their 14-passenger wheelchair accessible van to many of these outings. But what do you do when only a few people want to do something? Recently Senior EnrichedLIFE Director Lauren Basler solved that problem by using a new Uber service called "UberWAV" – which literally stands for "wheelchair accessible vehicle". For more information about this program click here - <http://ageright.org/2019/11/11/seniors-using-uberwav/>
- ❖ **WHAT'S HAPPENING IN GRANDMOTHER'S TRUNK?** - **Armbrook Village** in Westfield, MA, is excited to be starting a new program called, "What's in Grandmother's Trunk?" This new program stemmed from a donation of old hats in their original hat boxes from G. Fox & Co. and Peck & Peck that were given to Executive Director Beth Cardillo from a friend. From the hats sparked an entire program. A trunk that could easily be found in any attic may have all sorts of items that spark your memories and help your residents to

recall special stories. What does that old orange squeezer say to you? Perhaps memories of mom making fresh squeezed juice before you went off to school. What about a bottle of Sani-white shoe polish? Remember polishing your nurse's shoes, sneakers, or your Sunday best shoes? So many stories, so many memories.

- ❖ **Goddard House Residents Present at National Conference in Boston** - At the invitation of Dr. Gay Hanna, internationally recognized co-founder of the field of Creative Aging, Goddard House residents were interviewed along with Goddard House CEO Candace Cramer, EnrichedLIFE Director Erica Curcio, and Community & Academic Arts Advisor Ginny Mazur on a panel. The Goddard House Case Study offered the residents an opportunity to present their experiences of creative and meaningful programs at Goddard House that they lead and participate in regularly.
- ❖ Recently, Mass-ALA member community - **Christopher Heights Northampton (CHN)** became the first Assisted Living Community in Western Massachusetts to receive LGBT Cultural Competency Accreditation through SageCARE, a national cultural competency LGBT (lesbian, gay, bisexual, transgender) training program for healthcare providers for older populations. The training focused on increasing awareness about the unique needs and concerns of LGBT older adults, offering meaningful ways to best support LGBT older adults, and providing measures for creating genuinely inclusive communities and services.

New Members

Four new business partners joined us since the December newsletter:

- **Alliance of MA YMCAs** – This alliance represents YMCAs in Massachusetts with over 900 service locations with chronic disease prevention and maintenance as well as evidenced based falls prevention, movement, exercise, and wellness programs both at our locations and remotely. www.maymca.com
- **American Safety Programs and Training, Inc.** - was incorporated in April 2006 with the sole purpose of Teaching Others to Save Lives. We dedicate ourselves on being the most knowledgeable, efficient and professional teaching facility offering classes, courses and programs in the Emergency Medical Services and Healthcare Industry. They are also the largest Community Training Center for the American Heart Association in New England. They certify over 5000 students a month. They currently offer the National Registered EMT-Basic, EMT-Cardiac and the National Registered EMT-Paramedic program. www.aspandtrinc.com
- **Morrison Mahoney, LLP** - since 1948, Morrison Mahoney has been partnering with their clients and working with them to achieve desired outcomes. For 70 years, they have focused on defending civil cases for insurance companies and their insureds as well as for self-insured business entities. Today they also provide business advice, counseling and litigation support to our business and institutional clients. <https://www.morrisonmahoney.com/>
- **AvanteUSA** - is a uniquely qualified Accounts Receivable Management firm equipped with workflow solutions that guarantee a results-driven relationship from the start. AvanteUSA can help your business make a well-informed decision when it comes to choosing the best fit for your organizations Accounts Receivable Management partner. <http://www.avanteusa.com>
- **Jesse McKellar Music** - Jesse McKellar is a graduate of the Berklee College of Music from Boston, MA. He has spent a lifetime honing his craft beginning at a young age as a pianist in church. Jesse is a full-time singer, pianist, and guitarist who performs all manner of music to entertain and delight your residents. www.jessemckellar.com

We also welcomed a new assisted living community this quarter

- **River Mills Assisted Living at Chicopee Falls**

Welcome to our new members! We are excited to have you as a part of the Mass-ALA community!

Did you know that Mass-ALA has a Helpline and a Job Board?

I wanted to remind you of two important **member benefits** provided to you by Mass-ALA.

- The first benefit is the Mass-ALA HelpLine to help you with those questions that pop-up about regulations or procedures at your community? You can reach it by calling Mass-ALA at 781-622-5999 and talking with our new Director of Education, Laurie Cashman at extension **103**, or via email at lcashman@mass-ala.org, or me at mchamberlin@mass-ala.org and letting us know what your question is. Each month the HelpLine is covered by an experienced and knowledgeable volunteer from a member company. We pass your question along to them and they will reach out to you within a day to answer your question.
- The second member benefit is our Job Board which can be found on the **Members Only** page of our website <https://massala.site-ym.com/Login.aspx?returnurl>. Once you have logged in, click on the Career Center link at the top of the page and follow the directions to post a job at your community. If you need assistance with logging in or posting your job give me a call at 781-622-5999, ext. 110. All jobs that are posted on our Job Board can be viewed by all job seekers by simply going to our website and clicking on *Career Search* at the top of the home page on our website, www.mass-ala.org.

Martha's Thoughts

As I said at the start of my article, these are different and yes, a little scary, times we are dealing with right now. I am so impressed by all of you and everything you are doing to keep your residents, and staff members safe and healthy. And to Mass-ALA's valuable business partners thank you for all you are doing to keep your customers taken care of and supplied with the necessary products and services. Please remember to take care of you.

Stay safe and healthy. You are important to so many. Martha