LVAIP
Lehigh Valley Aging in Place

Newsletter

2nd Quarter 2013

President's Corner
Jennifer Ebert

Another season has come and gone and I think most of you will agree with me and welcome Spring with open arms! With spring brings new things and fresh beginnings. Our board elections are coming up in May. All ballots need to be handed in person. If you have talent and time that you would like to share please apply and join us. We all joke that its a lifetime sentence but in reality we love it. I speak for all of the board members when I say that we get a lot of gratification serving on the board, helping families and our members. All of our board members present an past have helped to make the Lehigh Valley Aging in Place what it is today. We all want to see our organization continue to grow. The only way that this can happen is through our combined efforts. Gain exposure as an expert in your industry while representing LVAIP, become a part of one of our many committees!

We also want to talk to you about the upcoming Gala! Everyone makes mention about the cost. This is a formal fundraising affair. It is meant as a fun business event. Anyone who partakes in the event gets to help with our philanthropic mission as well as gaining exposure. Our Marketing department will be working to ensure that we have plenty of media coverage for our event. The other thing that you should know is that the attendees are not just the same members you see at a monthly mixer. Attendees are local businesses and organizations that support our causes. Each year our audience changes depending on who our partner is for the event. This year we have partnered with The Lehigh County Senior Center. They alone have over 3,000 partners that will be invited this year. New audiences gain you new exposure and allows you to network and grow your business with a new avenue. Our mission is be the solution to The Sandwich Generation! Our Gala is June 21st 6pm-10pm at The America on Wheels Museum.

Please keep an eye out for your invitations and sponsorship opportunities. If you have any questions please call me. 1-877-334-8942 .

Thank you,
Jennifer Ebert
Marketing Manager Home Helpers

2013 LVAIP Board

Top row left to right: Daniel Banks ,Gail Weiner-Shearer, Michelle Udicious, Frank DeRosa, Donna Buhosky, Deb Keretz and Todd Campbell
Bottom Row left to right: Shelly Newell, Kim Schaffer, Jennifer Ebert and Lynn Marie Houghton
Missing: Anita Tish and Amy Angelo

Member Spotlight:
Proudly Announcing a NEW At-Home Service!

Expressions FAMILY BEAUTY SALON AT-HOME SERVICES

Expressions Family Beauty Salon offers a wide range of at-home beauty services for the homebound and physically challenged. We offer salon care to private residences and senior care communities servicing men and women of all ages. Expressions Family Beauty Salon *At-Home Services* is committed to providing quality salon services with genuine care and compassion.

Our staff professionals are highly skilled and trained and we consider our customers unique strengths as well as their unique needs, in order to provide the best personal salon care for their individual service needed.

We understand that when our customers look their best, they feel better spiritually, mentally and emotionally.

Expressions Family Beauty Salon is privileged to participate in helping our customers maintain their dignity, self esteem, health and overall well-being. Expressions Family Beauty Salon *At-Home Services* is new to the Lehigh Valley but our flagship salon has been servicing the community for over 10 years.

At-Home Services:
Hair Cut & Style
Permanent Wave
Color
Highlights
Shampoo Blow-Dry Finish
Pedicures

To request an appointment please call
Expressions Family Beauty Salon:

610-264-3321

LVAIP Committees

Ambassador:
Donna Buhosky
Anita Tish
Amy Angelo

Annual Event:
Donna Buhosky
Anita Tish

Community Education:
Todd Campbell
Frank DeRosa

Fundraising:
Jennifer Ebert
Kim Schaffer

Membership:
Lynn Marie Houghton

Mixers:
Kim Schaffer

Newsletter:
Todd Campbell

Marketing:
Shelly Newell
Dan Banks

Nominating:
Michelle Udicious

Resource Guide:
Deb Keretz

Budget Treasurer:
Deb Keretz

By-Laws:
Gail Weiner Shearer

Newsletter Design & Edit:
Cheryl Ndukwe
chndukwe@maxhealth.com

Lehigh-Northampton Link To Aging and Disability Resources

Lehigh-Northampton LINK, an Aging and Disability Resource initiative (ADRC), is a collaborative effort to provide information and linkages to long-term services and supports for people over 60 and persons between the ages of 18 and 59 with disabilities. The Lehigh-Northampton LINK Network consists of both core and collaborative partners. Lehigh-Northampton LINK's core partners, Lehigh County Aging & Adult Services, Northampton County Area Agency on Aging, Lehigh Valley Center for Independent Living, and Lehigh and Northampton County Apprise work together provide information and assistance services to the target populations; promote the LINK network; and foster a collaborative relationship with other agencies in the Lehigh Valley that provide supportive services to the target populations. These other agencies become Lehigh-Northampton LINK collaborative partners.

The collaborative partners consist of agencies and organizations that work with housing issues, transportation, employment, county government, and agencies and organizations that serve people with other disabilities that overlap with the targeted populations. These partners participate in meetings and cross training sessions, both as a participant and as a trainer, to collaborate about available programs and services for the aging and disabled community.

For more information about Lehigh-Northampton LINK, please visit www.lehighcounty.org on the Aging & Adult Services home page. If your organization is interested in becoming a collaborative partner you may contact Kim Melusky at (610) 782-3096 or lehighlink@lehighcounty.org.

Enjoy Life at Lehigh County Senior Center

Lehigh County Senior Center is "the place to be" for a wide variety of opportunities for personal growth. We offer everything from art to Zumba classes.

The Center is the largest of its type in the Lehigh Valley with over 3,000 members. Classes in the fine arts, computers, languages, history, cooking, and opera engage the mind and enhance creativity. Recreational activities including bridge, pinochle, ping pong, billiards, virtual golf, scrabble, cribbage, bingo, dances, and trips are fun and a great way to meet people. Aerobics, yoga, tai chi, line dancing, strength training, swimming, and Zumba keep you in shape.

In the area of music we boast of a 75 piece orchestra, a jazz group, a 21 piece big band, a chorus, a Latin Salsa band, and the Krazy Kids sing along group. All perform throughout the Lehigh Valley.

Discussion groups, the Red Hat Society, a library, Apprise medical insurance counseling, AARP tax assistance, weight loss groups, and health screenings help people transition to a new stage of life.

There are opportunities for frail elderly to stay engaged though craft classes, quilting, knitting, ceramics, socials, picnics, and lunch.

Programs are at a number of off-site locations too. Swimming and aqua aerobics are at Muhlenberg College and the Rodale Aquatic Center. Tai chi is offered at the Schadt Avenue Whitehall Recreation Center. Aerobics classes are at Jordan Lutheran Church in Orefield, the National Guard Armory in Allentown, and Mosser Village Family Center in east Allentown.

Special events include the Mayor's Golf Tournament, Autumn Adventure (a basket social), and Rockin' to the Oldies dinner dance with The Fabulous Greaseband.

People come to the Center to Enjoy Life. There is something for everyone. Visit us on the web at www.lehighseniors.org

Traditions of Hanover: Rachel Bakun is chasing her dream!

By: Rachel Bakun, Marketing Associate

As many of you may know I will be accepting a full time teaching position with Bethlehem School District, Liberty High on March 4, 2013. My dream has always been to be an Art Teacher. My grandfather would hold me on his lap as he did his artwork and that passion has never left me. "My heart is in the art."

It has been a pleasure to get to know each of you during my time as Marketing Associate at Traditions of Hanover. The experience I have gained and relationships made will forever change my life. The residents are near and dear to my heart and I will be volunteering my time with them during my summer breaks.

A note from the Team: The entire team at Traditions of Hanover and Traditions of Hanover at Home wish Rachel much happiness and success in her new position. Sincere appreciation for the positive contributions you have made to our family at Traditions. We look forward to your summer breaks!

Lifestyles over 50 Launches Learning Center

For businesses that serve the aging, there is a need to market to the baby boomers, whether they are clients, decision makers or influencers. For business owners, marketers and executives this has become a difficult task as boomers age and technology advances. Lifestyles over 50 has recognized these needs and is launching a learning center in the Spring of 2013 with the goal of helping businesses understand the changing needs of baby boomers. This resource will be a benefit to all LVAIP members.

Each month Thrive media will post a video, articles, and links to the trends of baby boomers, how their needs are changing and what the largest businesses and organizations are doing to meet their needs. This research and analysis will help you better allocate your time money and resources regenerating, retaining, and serving your clients. The learning center will be free and available at Lifestylesover50.com.

Know what's going on now so your can prepare your business for your future clients.

- Boomers taking more risks and starting business faster than other age groups
- Divorce is dramatically altering retirements like never before
- What stresses out the boomers?
- How are boomers are redefining the roles of grandparents?
- Are boomers retirements are a mess?

These topics and more have been discussed extensively and we will bring you the information that impacts your business.

THRIVE Media is the publisher of Lifestyles over 50. Founder Jeff Tintle is helps companies market their services to baby boomers and seniors. To learn more contact Jeff at 855-233-7034 x700 or visit lifestylesover50.com.

"Leadership is doing what is right when no one is watching."
George Van Valkenburg

Right Transitions™ Right at Home provides a solution to reduce readmissions and allowing patients to more quickly resume normal life.

*Preventable hospital readmissions currently cost the U.S. healthcare system $25 billion annually, according to PricewaterhouseCoopers' Health Research Institute. In the Fall of 2012, Right at Home Lehigh Valley introduced a program to addresses the complex needs of discharged patients to ensure a strong, home-based recovery. Our **Right Transitions** program is structured to benefit healthcare providers, patients and their families.*

Healthcare professionals recognize the value of supervised transitional care by a reputable provider safeguards against unnecessary readmissions and promotes a path to recovery at home. Right at Home works with healthcare facilities to reduce admission rates, lower costs associated with readmissions and enhance their reputation for providing quality patient care.

Often elderly patients do not have the support networks necessary to help with their recovery following an illness or injury, and in many cases they are compromised and at risk for further injury. This program helps older residents maintain their independence by providing individualized care during the transition home and there after while they are recovering. "The first 24-48 hours after a hospital or skilled rehabilitation stay can sometime be extremely overwhelming. The patient is faced with so many issues such as "how do I get home, who will be there to help me, who will pickup up my prescriptions and groceries and make sure I get to follow-up doctors appointments?", says Ron Brodsky, owner of Right at Home® Lehigh Valley. "This program is a crucial step to wellness and recovery for seniors and families throughout the Lehigh Valley."

If you like more information about special packages and plans, contact Right at Home by calling 610-253-9605.

Board Members

Anita Tish
ReMax Unlimited R.E.

Deb Keretz
MetLife East Penn Financial

Lynn Marie Houghton
Seniors Helping Seniors

Kim Schaffer
Bayada Home Health Care

Michelle Udicious
St. Luke's University and Health Network

Donna Buhosky
Bayada Home Health Care

Gail Weiner Shearer
Attorney-at-Law

Todd Campbell
Maxim Healthcare Services

Daniel Banks
Lehigh Valley Senior Solutions

Frank DeRosa
Maintain Your Independence

Jennifer Ebert
Home Helpers, Northern Lehigh

Amy Angelo
everyday LIFE

Shelly Newell
Right at Home

Happy Anniversary
Seniors Helping Seniors®

As of March 5th Seniors Helping Seniors Home Care Agency will celebrate their 6 year Anniversary helping seniors remain independent in their homes here in the Lehigh Valley!

LVAIP Events in the Valley

May 2013

May 7th, 2013 - 6:00 p.m. to 8:00 p.m.
"Me & My Parents"
Traditions of Hanover Community
5300 Northgate Drive, Bethlehem, Pa 18017
Topic for Discussion: " How to ensure the best care at home for heart and respiratory concerns"

May 8, 2013 - 5:00 p.m. to 8:00 p.m.
Healthy Women Health Fair & Expo
Eastonian in Easton, Pa

May 15, 2013 - 11:30 a.m. to 1:00 p.m.
LVAIP Elections Luncheon
Traditions of Hanover
5300 Northgate Drive, Bethlehem, Pa 18017

May 16, 2013 - 10:00 a.m. to 3:00 p.m.
50+ Information Fair
Hosted by: Woodlawn Memorial Park
Hilton Garden Inn
1787B Airport Road, Allentown, Pa 18109
$45.00 per table - Lunch provided, Door prizes given & on site Radio broadcast

May 2013 Continued

May 21, 2013- 2:00 p.m.
LVAIP Speaking Event
Arndt's Lutheran Church
"How to speak to your Doctor."

May 22, 2013 - 2:00 p.m. to 4:00 p.m.
LVAIP Health Care Panel Forum
Hartzells Pharmacy Catasauqua Pa
Open to public
Discussing the challenges of aging and care
Industry experts help to navigate the aging process and answer questions.
RSVP May 16 to 1-877-334-8942

June 2013

June 6, 2013 2:00 p.m. to 4:00 p.m.
LVAIP Health Care Panel Forum
Hartzells Pharmacy Catasauqua, Pa
Open to public
Discussing the challenges of aging and care - Part 2
Industry experts will be available to help navigate the aging process and answer questions.
RSVP June 1 to 1-877-334-8942

June 2013 Continued

June 15, 2013 - 7:45 a.m.
Atria Senior Living Bethlehem
Come Support Meals On Wheels NC
Highmark Walk For A Healthy Community
Steel Stacks Campus – South Bethlehem
Registration begins – 7:45 AM
Go to www.mealsonwheelspa.org to register.

June 19, 2013 - 11:30 a.m.- 1:00 p.m.
LVAIP Luncheon
Fellowship Community
3000 Fellowship Drive, Whitehall, PA 18052

June 21, 2013 - 6:00 p.m. - 10:00 p.m.
LVAIP Gala
The America on Wheels Museum
Allentown, Pa

July 2013

July 17, 2013 - 4:00 p.m. - 6:00 p.m.
LVAIP Mixer
EveryDay Life
2045 Westgate Drive, Bethlehem Pa 18017

LVAIP
Lehigh Valley Aging in Place

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