

FEATURE

Ben Hogben: An Introduction

Joe H. Zerbey VI

Longview has made welcome many faces over the years, some new, some longstanding. Ben Hogben has been one of those longstanding faces. Most of Longview's staff and residents already know Ben. He has been an ever-involved board member, musician and friend to Longview. For those who do not know him, we have decided to conduct a short interview, in light of his recent transition into the role of Philanthropy and Professional Development Coordinator. If you see him in the hall, don't hesitate to say hello. He's always willing to have a conversation and share wisdom.



1. What first interested you in Senior Living?

"I started out playing as a musician when I was 17 and some of the first gigs I got were at nursing homes. It was what gave me my first experience interacting with older adults. I pursued a degree at Tompkins Cortland Community College and earned an Associates in Applied Science and Human

Services. I had to choose a focus, child development or gerontology, so I chose gerontology because it was a group of people could see myself serving and assisting."

2. For how many years have you been affiliated with Longview?

"I started playing music for Longview around 1983, 41 years ago. I played for the birthday parties back when Longview was Ithacare. When they built this facility, I did my first internship here. When I was first given a tour, I remember there was a large room where there was still a dirt floor."

3. What about Longview is special to you?

"Longview is a community where older persons can live, thrive, and take part in activities at Longview and across the street at IC. Longview has so much to offer residents in this community and you just don't see that everywhere."

4. What is the most rewarding aspect of working with Longview?

"For me, it's getting to know the residents. They all have their own histories, backgrounds and life experiences."

5. What are your goals for your new role here at Longview?

“My goals so far are to assist Human Resources with staff retention, development and on-boarding, and then to launch a fundraising initiative. I have a lot of other smaller projects I will be working on, too, but those are my goals for now.”

6. What is your favorite event that Longview hosts?

“The Holiday Bazaar is my favorite. I just like to see what all the residents make. You get to know them more.”

Please feel free to provide feedback on this newsletter’s content to either myself at jzerbey@longviewwithaca.org or Christina Sterling at csterling@longviewwithaca.org. We want to keep the newsletter relevant, fun and to the liking of those who read it. Thank you again for your support.

SPIRITUAL GUIDANCE NEWS

Brooke Newell

July Preachers, Sundays at 2:30 in the auditorium:

July 7/Caitlin and Sean Bohanan, Salvation Army

July 14/Esther Haney, Christian Science

July 21/Susan Spear, United Methodist

July 28/Sunshine, Salvation Army

"Stretch Your Spirit"

On Wednesday, July 17, we'll gather in the auditorium at 1:15 pm to view the award-winning PBS documentary,

"Sacred." This film explores faith as a primary human experience, revealing how people across the world turn to ritual and prayer to navigate the milestones and crises of life. Run time is one hour, 25 minutes.

In Search of Piano Players!

Many thanks to our wonderful accompanist Joe Haines, who blesses us at both the Wednesday afternoon hymn sing and the Sunday afternoon worship service. It would be great if we could have one or two folks willing to substitute on those occasions Joe cannot join us. Are you willing to take a turn once in a while? If so, please contact Brooke Newell, Spiritual Life Coordinator, at bnewell@longviewwithaca.org or 607-375-6302.

MARKETING & SALES

Kim Owen

Summer is just flying by. Things are moving so quickly, in fact, that Marketing and Sales didn't even get a submission into last month's Longview newsletter. But I'm hoping to catch everyone up to speed on the work that we have been doing.

First, we have concluded the Spring event series: Community is Everything and it was a big hit. This series concluded with "Planting New Roots" with Longview Horticulturist, John Alvarez. Future residents really enjoyed his program and made numerous comments about his vast knowledge of plant life and how fortunate Longview is to have him. We know how lucky we are, for sure! Matt Skinner, Dining Director, and Bree Nash, Recreation and Community Partnerships Director, also

participated in our Spring Event Series along with several Longview Board Members and we want to give a big thank you to all.

Moving forward we are going to pause the Spring/Fall Education Events Series that we've been doing since 2022. Not because they haven't been successful because they have been extremely well attended and highly applauded by those who have participated. The Wellness Series has now taken the place of the Spring/Fall events and will offer more opportunity for future residents to join in our programs and see what Longview has to offer and who we are. We have been bringing future and current residents together for the Wellness Series. Those attending from outside the Longview community have had positive experiences and feedback so it feels like we're doing something right here. We've scheduled monthly programs throughout the rest of 2024 and we're already starting to schedule for 2025. If anyone has a topic that you'd be interested in our finding a speaker for then don't hesitate to ask. And on that note, if there is a resident interested in sharing a topic that others would find interesting, we'd love to talk to you about that.

We mentioned in the May newsletter that we were developing a new collaboration within our Wellness Series. Starting in June the Cayuga Primary Care/Longview Community Engagement Partnership was born. We will be working with doctors in the medical residency program at Cayuga Health to present on topics that are important to all residents. Their first presentation was in June and it was very positive. We'd like to thank Dr.'s Sosale, Heera, Ghuman and Bates for taking the time to talk with us about Bone Health. We'll likely see the next group from this collaboration at the November program.

All of our Wellness programs are put on in partnership between Marketing & Sales and Recreation & Community Partnerships and are held the first Friday of each month and will be listed on the weekly recreation schedule. Longview residents do not have to register to attend.

Secondly, we have been working tirelessly to get our new team up to speed with the sales process, learning about all of our future residents all while keeping up with the day to day of new move-in's and bringing together current residents with our new residents. In a short time, we're confident that things are moving in the right direction.

Thirdly, you may have noticed that we've been running radio ads on four different stations with Cayuga Radio Group. Please let us know when you hear them and what you think. Now with our growing team we're better able to do more outreach and promotion of Longview and its programs and we're trying to use advertising in different ways to see what works best to convey our mission. Coming up in July we are making a commercial with CNY Central for the Your Town segment. Ithaca will be highlighted the week of July 15th through July 19th where Longview's ad will run throughout the week and have mention during various broadcasts. It will feature Longview at its best which includes residents talking about what makes Longview their community.

Lastly, we want to thank all of the residents who have been gracious enough to meet with new and future residents when we've asked. We also appreciate the kind words from residents letting us know when they see positive change especially when it leads to increased occupancy for Longview. Our department is an on-going ebb and flow to try and find the right connection to meet the

RECREATION

needs of those who are considering a future at Longview and we believe that our (your) community is everything just like our recent education series was titled.

Just a few reminders...

Resident Referral Program: We have new guidelines for the program and you can ask any one of us in Marketing and Sales about this. This is a great way to pick your own neighbors.

Guest Apartments: Keep Longview in mind when scheduling your next visit with a friend or relative. Our guest apartments are available for nightly rental and can be reserved by calling our office. We offer a fully furnished one bedroom for \$135 per night and a studio for \$105 per night. Meals are not included but guests are welcome to visit our dining room for breakfast, lunch or dinner. Also, all amenities are available for their use within the Longview community. We are pleased to say that the guest apartments have been rented pretty consistently since the start of the year which means that we are filling a need for our residents loved ones who would prefer to stay at Longview during their visit rather than another option elsewhere.

Social media: Check us out on Facebook (www.facebook.com/longviewwithaca), Instagram (@longviewwithaca) and YouTube (@LongviewLivingWellTogether). And be on the look out for some new updates that we'll be working on soon for the Longview website.

Say Hello!: Please welcome your five new neighbors in June.

Keep in touch,

Kim, Brian, Tish and Joe

Bree Nash

We look forward to celebrating with you at Longview's annual Independence Day Celebration will be held on Tuesday, July 2 starting at 4:30 PM.

Ithaca Concert Band – July 11 at 7 PM in the Pavilion

The Ithaca Concert Band was founded in 1976 by a group of people who realized the community was missing an important part of its musical foundation — a community band. The band was formed with the intention of providing live, quality musical performances at places accessible to all people of Tompkins County and to offer local musicians a challenging and rewarding musical experience in an encouraging environment. To this day, the band carries on its original mission.

Discover Cayuga Lake, Cayuga Lake Cruise – July 15 leaving Longview at 1 PM

Discover Cayuga Lake is a nonprofit organization based in Ithaca, NY. Since 2003, they've provided hands-on learning opportunities in the interest of sustaining the Finger Lakes waterways for future generations. Their mission is to cultivate informed and equitable relationships between people and the watersheds upon which they depend, and we do all this while providing memorable, enriching experiences on beautiful Cayuga Lake. ***This event is open to all and the boat is handicap accessible!***

Ageless Jazz Band – July 22 at 6:30 PM in the Pavilion

The Ageless Jazz Band is an 18-piece Big Band from Ithaca, NY that has been entertaining audiences for over 30 years with sophisticated charts from Swing to Bebop to Latin to Rock to Contemporary jazz.

Walking Group will be out and about on Friday, July 12 and July 26! All walking abilities welcome!

Special Dates:

- 7/4 – Independence Day
- 7/7 – First of Muharram begins at sundown
- 7/16 – Ashura begins at sundown

Events & Entertainment:

- 7/1 – Independent Resident Council Meeting
- 7/1 – Cornell Companions Pet Therapy Visits
- 7/1 – Holiday Bazaar Meeting
- 7/2 – Independence Day Celebration!
- 7/3 – Book Club Discussion: To Kill A Mockingbird
- 7/4 – Administrative Offices Closed for the Holiday
- 7/5 – Coffee with Cheryl
- 7/5 – Wellness Series: Motion is Lotion
- 7/9 – Music with the Fortnight Singers
- 7/11 – Ithaca Concert Band evening performance
- 7/15 – Committee Meetings: Recreation, Food, Maintenance, Garden & Grounds
- 7/17 – Stretch Your Spirit: Sacred, film showing
- 7/18 – Longview Social Club
- 7/19 – Maplewood Jazz Trio Afternoon Entertainment

7/20 – Cornell Companions Pet Therapy Visits

7/22 – Ageless Jazz Band evening performance

7/24 – Annie Ol' Thyme evening performance

Keep an eye on your weekly recreation schedule for updates and additions!

TIDBITS

Small Reminder

To all residents: When leaving the building, make sure all exiting doors are shut behind you when leaving or entering Longview.

IL Council/Committee Reports

Paper copies of the Independent Council and Committee Reports will no longer be distributed to each Resident. The Independent Council and Resident Committee reports will be in a green binder available to view at your leisure in the lounges on each floor. The patio home residents will continue to receive them via email. Thank you for your understanding and helping to improve life at Longview.

Bake Sale Fundraiser

Two of our tenured employees, Tracy V. and Helen P. are currently on a leave of absence and recovering. In light of financial hardships they will face, on July 2nd Longview has decided to host a bake sale. All proceeds will benefit Tracey and Helen. The sale will take place during the Independence Day Celebration. Thank you for your support!

The Office for the Aging Farmer's Market Coupons Are In!

Clients who are 60+ within the income guidelines below can receive a \$25 coupon booklet that they can use on fresh, unprocessed, local fruits and vegetables at participating Farmer's Markets.

You can pick up your coupons between today and September 30th at 214 W. Martin Luther King Jr. State Street.

Call the office for more information at

607-274-5482

1-Person Household: \$2,322

2-Person Household: \$3,152

OPERATIONS

Jennifer Hoffmier

Happy summer! As we approach the dog days of summer, increasing your water intake is a must! Dehydration is the leading cause of ER visits for seniors during the summer months. Keep your apartment/room at a comfortable temperature and limit sun exposure. If you are feeling ill from heat or sun exposure, please notify a member of the Longview staff immediately.

Safety and security- we all need to do our part to keep our community is safe. Please **do not duplicate your apartment keys** and provide them to anyone else, keys are meant for residents only. The propping of doors is prohibited, when exiting the building please be sure the door latches behind you.

A **latch lock** has been installed on **the exit door leading to the pergola for additional safety**. The lock will be used when the dining staff leaves for the day and will be monitored by facilities overnight. Residents may use the “loading dock” doors to gain access to the pergola, we ask that when the doors are shut you refrain from using the exit, as there was a delivery made. When the doors are open you may enter and exit.

DID YOU KNOW?

The V-Shaped Pose of the Cabbage White Butterfly

Christina Sterling



We admire the colorful, elegant and whimsical butterflies that grace us at this time of year.

Did you know that a butterfly relies on the sun's warmth to heat up its flight muscles before it can flutter off. But on cloudy days the cabbage white butterfly takes flight before other butterflies. What gives it the advantage? Before getting airborne, many varieties of butterflies bask in the sun with their wings closed or spread out horizontally. However, the cabbage white butterfly poses in a V-shape. Research has shown that in order to achieve optimal heating, the butterfly needs to hold each wing at an angle of approximately 17 degrees from closed. This posture concentrates solar energy directly onto its flight muscles in the thorax, warming them up for takeoff.

Researchers from the University of Exeter, England, investigated whether they could make solar panels more effective by replicating the butterfly's V-shaped pose. On doing so, they found that the amount of power produced increased by almost 50%

The researchers also noticed that the surface of the butterfly's wing is highly reflective. By imitating the V-shaped pose and the reflective wing structure, the researchers produced lighter and more efficient solar panels. These results led Professor Richard French-Constant, a member of the research team, to call the cabbage white butterfly "an expert at harvesting solar energy." It's incredible how much we can learn and replicate from nature's designs.

JULY BIRTHDAYS

Ginny Farmer – **July 2nd**

Effie Bend – **July 4th**

Dennis Osika – **July 5th**

Joan Serra – **July 8th**

Monte May – **July 15th**

Herb Israel – **July 17th**

Linda Piskorowski – **July 20th**

Albert Cheraskin – **July 21st**

Neil Stockton – **July 22nd**

Dominick Paolillo – **July 24th**

Bryan Isacks – **July 25th**

Priscilla Schwarze – **July 27th**

Karen Beck – **July 27th**

NEW RESIDENTS

Gloria and Hal Vatland (**333C**)

Helena and Ayrton Kaplan (**317B**)

Marion and Gene Tobey (**340C**)

Dale Minner (**402A**)

Allan and Jane Quinby (**225C**)

Julia Bentley-Macdonald (**235**)

Shirley Hendrickson (**310B**)

NEW HIRES

Justin French – Cook

Marcus Elliott – Resident Aide

Shyanne Patriarco – LPN

Malaya Fluellen – Server

Susie Soule – Resident Aide

IC PARTNERSHIP

Please contact Bree Nash at

Bnash@longviewwithaca.org or Angela

Darling at **Adarling@ithaca.edu** with any

interest or questions concerning Ithaca

College or Recreation.

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