

We've Stayed Ahead, We've Stayed Safe and We've Stayed Connected

The Towers Celebrates Return to New Normal: Opening with Safety First

Celebrating Success with a 93% Vaccination Rate

With 93% vaccination rate among residents, staff and caregivers, The Towers is pleased to share that we are returning to a new normal. Programming will resume to a full in-person schedule and we will re-open our Café carefully and slowly in May. Current residents and those new to our community will also benefit from our new Proactive Partner Model through which services are wrapped around each resident in a personalized and customized way to address each person's unique goals and needs.

We Stayed Ahead and Kept Our Community Safe

We have stayed ahead of the pandemic by very quickly implementing critical safety measures to keep our community healthy. The delivery of delicious and nutritious meals from our in house kitchen to residents' doors, enabled our community to distance healthfully. We kept our staff and caregivers safe by providing all the necessary PPE and supplies to perform their important work safely. We are very proud that we've had no resident to resident transmission of COVID-19 in our community.

The Towers Has Spring Availability and There Has Never Been a Better Time to Join Us

The Towers is thrilled to open its doors and welcome new residents. There has never been a better time to move to The Towers. Even our strength comes from our communal setting. Our residents were able to remain connected and enjoyed services throughout the entire pandemic. We are concerned for those who have remained in their individual houses. They are likely to have experienced more isolation and disconnection. They may now be facing greater decline. The Towers, which typically has a waiting list, has openings for the first time in many years. For those considering a move, there has never been a better time to join our safe and vibrant community. New residents will be welcomed into



our vaccinated community where they can enjoy friends, neighbors, programming and person-centered services in a safe and carefully delivered way.

The Towers is the Smart Choice for Those Who Want the Financial Flexibility to Focus on What Matters Most to Them

We are a wonderful option for those seeking a warm, down to earth and vibrant community. With no buy in or up-front fees, we are a super option for those who want financial flexibility and the freedom to focus on what matters to them: family, friends, and new experiences. Residents in our community enjoy the highest quality services, a dining plan, and save an average of \$2,000 per month compared with other local senior communities in our area.

Family member, Ellen Lead talked with us about her feelings having a family member in our community throughout the pandemic. She explained, "The past year has been such a challenge with the COVID-19 pandemic and the ensuing lock downs. This has been particularly challenging for the elderly whether they live in their own homes, assisted living, nursing homes or rehab facilities. With two family members at The Towers we have had numerous concerns for our loved ones. From early on in the lock down The Towers community has been extraordinary. The early implementation of comprehensive testing for residents, in their apartments, and the inclusion of family caregivers has made a

huge difference for providing essential care during a time with limited social interaction. At the start of the lock down, arrangements were made and funding secured to guarantee all residents would have three meals a day delivered to their doors. All of The Towers staff have been instrumental in providing services and maintaining COVID safety protocols, verifying negative test results upon arrival, checking temperatures along with health questions to assuring that everyone on the campus is safe. Masking and distancing during all programs also kept everyone safe. Towers TV has been able to broadcast exercise classes and other programs to residents who subscribe. Activities and treat bags were delivered to doors, volunteers called residents daily to check in and other group activities have been held on Zoom and via telephone. Now with on-site vaccinations concluded and the majority of residents and caregivers inoculated, there is a light at the end of the tunnel. In person activities have slowly and carefully begun again. With spring around the corner there can be more time outside. Gus has been a compassionate and effective leader guiding The Towers through this trying time all while still looking forward to the future."

We are here to answer all your questions. To schedule a tour or to learn more, contact Rebecca Olshansky at 203-772-1816, ext. 250 or email rebecca@towerlane.org. You can learn more about The Towers at our new website, towerlane.org.

PROACTIVE PARTNER MODEL

A Holistic Approach to Well Being



The Towers is delighted to announce the launch of its new approach to the delivery of comprehensive services, our Proactive Partner Model. This innovative and cutting-edge initiative will provide participating residents with person-centered assessments that cover a wide range of areas from strength and engagement to emotional well-being and cognition. A full menu of evidence-based programs are available to every resident and can be selected to meet singular and individual needs. These wrap around services and this holistic approach to well-being is supported by our entire Resident Services Coordination Team, our Healthy Living Team, and Quinnipiac University. Evidence-based programs are provided through the National Council on Aging, The CT Healthy Living Collective and other national organizations designed to improve the lives of seniors.

Offered at no cost, this comprehensive program, developed with Seniors Together and Quinnipiac University, helps all our seniors live their best lives.



"The Proactive Partner Model is another way we're providing a positive and enriching experience to our residents," said Dawn Owens, Director of Support Services. "By assessing residents physically, cognitively and socially, we can guide them towards activities and programs that can enhance their lives while having the support of their Resident Services Coordinator who acts as their Personal Advisor. It's a model we're excited to bring to The Towers."

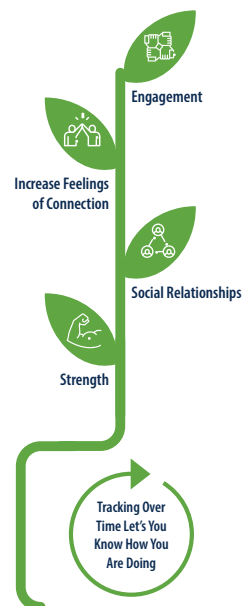
How the Proactive Partner Model Works

Resident Services Coordinator is Your Personal Adviser

Health Assessments include:



Evidence-Based Programs will help improve:



Free of Charge and Available to All New Towers Residents

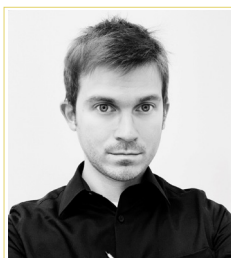
Tracking Over Time Let's You Know How You Are Doing

For more information, contact Dawn Owens, Director of Support Services, The Towers at Tower Lane
18 Tower Lane | New Haven, CT 06519 | dawn@towerlane.org

Staying Healthy With Our On-Site Partnerships

The Towers is pleased and excited to announce our newest community partnership. We have teamed up with the Agency on Aging South Central Connecticut (AOASCC) to enhance the coordination of services to our residents.

Starting in January 2021, Kevin Molinelli joined our team. Kevin is now the Care Manager for all residents receiving services through the CT Home Care Program for Elders within The Towers. As a Masters prepared Social Worker, Kevin assesses residents' needs and helps determine their eligibility for services supported by the State of Connecticut's Department of Social Services. Kevin is using an office in the Resident Services Coordinator (RSC) suite on the first floor. He fits right in with our RSC team! For questions about AOASCC programs or services, please contact Kevin at kmolinelli@aoascc.org.



Kevin Molinelli

Welcome Aboard, Kevin!



Cornell Scott Hill Health Center

A Community of Caring



NORTHEAST MEDICAL GROUP
YALE NEW HAVEN HEALTH

Behavioral Health Services at The Towers

Appointment Hours:
Mon. 8am-4pm | Wed. 1pm-4pm

Call for an appointment: 203-503-3425

18 Tower Lane, New Haven
www.cornellscott.org

Geriatric Services

Available by phone during business hours:
8am-4:15pm, Monday through Friday.
There is an MD on-call after hours and on weekends for emergencies

Main number: 203-789-3275.

Towers Foundation: *Loving Kindness in Action* Tributes

Mr. Kenneth Abrams in memory of Myriam Eldrich
 Mr. Michael Barker in memory of Adele Seligman
 Mr. & Mrs. Paul Beckman in memory of Dorothy Bromberg
 Mr. & Mrs. Bernard Becker in memory of Lee Liberman
 Ms. Leah Beech in memory of Dorothy Bromberg
 Mr. & Mrs. Martin Bernstein in memory of Pearl Karmasin
 Mr. & Mrs. Martin Bernstein in memory of Marlene Paige
 Ms. Allison Bloom in memory of Dorothy Bromberg
 Dr. & Mrs. Marc Bloosver in memory of Gerald Feldman
 Mr. & Mrs. Joseph Blumberg in memory of Elliot Brause
 Mr. & Mrs. Joseph Blumberg in honor of Larry & Betsy Stern's new home
 Mr. & Mrs. Joseph Blumberg in honor of Bertha Kahn's birthday
 Mr. Geoffrey Fried & Mrs. Joanna Bodenweber in honor of Ernest Bodenweber for Valentine's Day
 Mr. Gerald Braffman & Honorable Elaine Braffman in honor of the birth of Eliot Yoda Cohn
 Ms. Lori Brochin in honor of Esther Brochin for Valentine's Day
 Mr. & Mrs. Stanley Brownstein in memory of Elliot Brause
 Mr. & Mrs. Irving Calechman in memory of Lucille Enson
 Dr. & Mrs. Jesse Cedarbaum in honor of the marriage of Glenna Vine and Joseph Kopman-Fried
 Dr. & Mrs. Jesse Cedarbaum in memory of Pearl Karmasin
 Dr. & Mrs. Jesse Cedarbaum in honor of the birth of Eliot Yoda Cohn
 Mr. & Mrs. Barry Cobden in honor of Angelina Elkin's birthday
 Mr. David Cohen & Mrs. Frances Goldberg-Cohen in memory of Thelma Parker
 Dr. & Mrs. Henry Cohen in honor of Peter Goodman's birthday
 Mrs. Ann Depalma in memory of Harriet Saginor
 Mr. Leo Cristofar & Mrs. Bernadette DiGiulian in honor of Barbara Rubin for Valentine's Day
 Ms. Joan Dimezza in memory of Doris Dimenstein
 Ms. Vernessa Elder in honor of Evelyn Randall for Valentine's Day
 Mrs. Sarah D. Eldrich in honor of Myriam Eldrich's birthday
 Mrs. Angelina Elkin in honor of Lillian Liberman's birthday
 Mr. & Mrs. Lester Faiman in memory of Pearl Karmasin
 Mr. & Mrs. John L. Fast in honor of Bertha Kahn's birthday
 Dr. Harriet Friedman & Dr. Charles Bruce in memory of Albert Friedman
 Dr. Harriet Friedman & Dr. Charles Bruce in honor of Carole Weinstein for Valentine's Day
 Mrs. Alvera Gallucci in honor of Dolores Gallette's birthday
 Ms. Geraldine Ganezer in memory of Edythe Spiegel
 Ms. Geraldine Ganezer in honor of Isidor Juda's 99th birthday
 Ms. Eileen Gomory in honor of Sylvia Alpert's birthday
 Ms. Eileen Gomory in honor of Sylvia Alpert for Valentine's Day
 Mr. Michael Schwartz & Mrs. Pam Goodman in honor of Richard Wurtzel
 Mrs. Dorothy Greenwald in memory of Gerald Feldman
 Mr. & Mrs. Philip Gross in honor of Carole Weinstein's birthday
 Mr. & Mrs. Daniel lead in honor of Isidor Juda's 99th birthday
 Mr. & Mrs. Daniel lead in memory of Elliot Brause
 Mr. & Mrs. Daniel lead in memory of Harriet Saginor
 Mr. & Mrs. Bruce Jacobs in memory of Myriam Eldrich
 Mr. & Mrs. Bruce Jacobs in honor of Sally Prosky's birthday
 Mr. Isidor Juda in memory of Pearl Karmasin
 Mr. Isidor Juda in memory of Edythe Spiegel
 Ms. Ruth Jurgensen in honor of Pat Dillon's birthday
 Ms. Ruth Jurgensen in honor of Pat Dillon for Valentine's Day
 Ms. Bertha Kahn in memory of Bernice Friedman
 Ms. Bertha Kahn in memory of Gerald Feldman
 Mr. Michael Kahn in honor of Bertha Kahn's birthday
 Mr. & Mrs. Donald Kaletsky in memory of Sybil Miller
 Mr. & Mrs. Richard Kantrow in memory of Harriet and Mike Gordon
 Mr. & Mrs. Richard Kantrow in memory of Lydia Levine
 Mr. & Mrs. Richard Kantrow in memory of Lois Smirnoff
 Mr. & Mrs. Richard Kantrow in memory of Lee Liberman
 Mr. & Mrs. Richard Kantrow in memory of Margery Skalka
 Mr. & Mrs. Richard Kantrow in memory of Jennie & Arthur Ferraro
 Mr. & Mrs. Samuel Kantrow in honor of Sharon Kantrow for Valentine's Day
 Mr. & Mrs. Ivan Katz in honor of Dorothy Giannini-Meyers

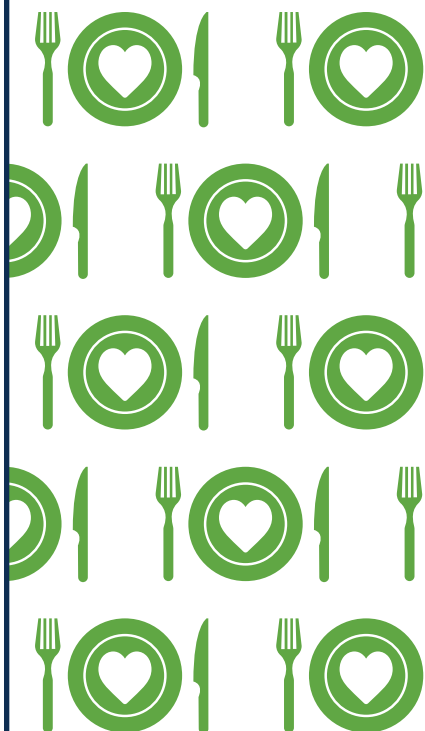
Mr. & Mrs. Daniel Katz in memory of Pearl Karmasin
 Mr. & Mrs. Gerald Katz in memory of Pearl Karmasin
 Mr. & Mrs. Gerald Katz in memory of Reisse Weiss
 Mr. & Mrs. Gerald Katz in memory of Lois Smirnoff
 Mr. & Mrs. Stephen Ketainck in honor of Lillian Ketainck for Valentine's Day
 Mr. & Mrs. Stuart Ketainck in honor of Lillian Ketainck's birthday
 Mrs. Bette Kozak in memory of Linwood Fleischner
 Mrs. Bette Kozak in memory of Ira Goldman
 Mrs. Bette Kozak in memory of Pearl Karmasin
 Mrs. Bette Kozak in memory of Gerald Feldman
 Mrs. Bette Kozak in memory of Arlene Meckler
 Mr. & Mrs. Robert Kravet in memory of Pearl Karmasin
 Mr. & Mrs. Daniel Krevolin in honor of Saul Berger's birthday
 Dr. & Mrs. David Leffell in honor of the marriage of Glenna Vine and Joseph Kopman-Fried
 Mr. & Mrs. Kenneth Levy in honor of Myriam Eldrich's 103rd birthday
 Ms. Kathi Liberman in memory of Lee Liberman
 Ms. Kathi Liberman in honor of Lillian Liberman for Valentine's Day
 Ms. Carrie Lenzer Littman in memory of Myriam Eldrich
 Mr. Stuart A. Margolis & Honorable Joan Margolis in honor of Kaila Margolis for Valentine's Day
 Mr. Stuart A. Margolis & Honorable Joan Margolis in honor of Edward Zelinsky's birthday
 Mr. & Mrs. John Markella in memory of Edythe Spiegel
 Mr. Jesse Browning & Mrs. Ernestine McCauley-Browning in honor of Franklin McCauley's birthday
 Mr. & Mrs. Richard McCutcheon in memory of Doris Dimenstein
 Ms. Sandra Naderio in memory of Ann Polio
 Ms. Sandra Naderio in memory of the mother-in-law of Val Capobianco
 Mr. & Mrs. Michael Nast in honor of Ida Cimmino's birthday
 Mr. & Mrs. Howard Nitkin in memory of Pearl Karmasin
 Mr. & Mrs. Nicolas Olshansky in memory of the mother of Jeffrey Kaufman
 Mr. & Mrs. Nicolas Olshansky in memory of Bonnie Karp Schwartz
 Mr. & Mrs. Nicolas Olshansky in honor of the marriage of Glenna Vine and Joseph Kopman-Fried
 Mr. & Mrs. Nicolas Olshansky in memory of Vivian Ready
 Mr. & Mrs. Nicolas Olshansky in memory of Joseph Pappolla
 Dr. & Mrs. William Ortman in memory of Pearl Karmasin
 Ms. Dawn Owens in memory of Joseph Pappolla
 Ms. Diana Pacetta-Ullmann in memory of Marie Pacetta
 Mr. & Mrs. Jon Palley in memory of Pearl Karmasin
 Mr. & Mrs. George Pappas in memory of Pearl Karmasin
 Ms. Sydney Perry in honor of the marriage of Glenna Vine and Joseph Kopman-Fried
 Mr. & Mrs. Steven Radin in memory of Florence Radin
 Mr. & Mrs. Abraham Reich in memory of Esther Reich
 Mr. Morris Reich in memory of Myriam Eldrich
 Ms. Sylvia Rifkin in memory of Bernice Friedman
 Ms. Sylvia Rifkin in memory of Pearl Karmasin
 Mr. Philip Shultz in memory of Myriam Eldrich
 Dr. & Mrs. Gene Siegal in memory of Evelyn Siegal
 Ms. Anita Silver in memory of Lee Liberman
 Mr. & Mrs. Marc Silverman in memory of Jack Paget
 Mr. & Mrs. Marc Silverman in memory of Sidney Silverman
 Mr. Steven Smolen in honor of Ryan Linsley
 Mr. Bruce Spiewak in honor of Dorothy Greenwald for Valentine's Day
 Mr. Bruce Spiewak in honor of Esther Spiewak for Valentine's Day
 Mr. & Mrs. Martin Squire in honor of Jimmy Shure
 Mrs. Charlotte Teitelman in memory of Max Teitelman
 Ms. Janet Tettelbach in honor of Norman Feitelson's birthday
 Mrs. Heidi Vernick in memory of Priscilla Garber
 Mrs. Heidi Vernick in memory of Miriam Ratner
 Mrs. Heidi Vernick in memory of Myriam Eldrich
 Mrs. Heidi Vernick in honor of Sylvia Rifkin for Valentine's Day
 Ms. Roberta Vine in honor of Dorothy Greenwald's 94th birthday
 Ms. Carole Weinstein in honor of Aaron and Linda Gross's birthdays
 Mr. and Mrs. Larry Winkler in honor of Isidor Juda's 99th birthday
 Mr. & Mrs. Edward Zelinsky in honor of Sarah Moskowitz

Date range for Tribute List is 7/1/2020 – 3/2/2021

*The Towers makes every effort to list donors as they wish. To make a correction, please contact Jennifer Bayer.
 To make a gift in someone's honor or memory, contact Jennifer Bayer, Director of Development and Community Relations,
 (203) 772-1816, ext. 290, Jennifer@towerlane.org. A beautiful card will be mailed to the recipient.*

Support The Towers During the Great Give! May 4-5, 2021

www.thegreatgive.org/organizations/towers-foundation



You can help our community's seniors in need have the good nutrition they deserve. By supporting our co-generator project, you can also help reduce our carbon footprint. Together, we will generate energy and meals for a generation.

To learn more, visit our great give page:
www.thegreatgive.org/organizations/towers-foundation

Thanks to generous donors supporting our cause, your gift will be matched dollar for dollar.

Questions, please contact Jennifer Bayer, Director of Development and Community Relations, at Jennifer@towerlane.org or 203-772-1816, ext. 290



ART AT THE TOWERS



The Catherine Weiss Gallery at The Towers Presents

IRON AND INK

A Celebration of Sculpture, Art, and the Spoken Word Featuring the New Work of Seth Weiss

When: June 13, 2021 (rain date June 27)

Where: 18 Tower Lane, New Haven

Time: 2-3:30PM

Featuring: Music, Food, Raffle

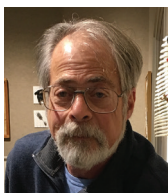
Proceeds to benefit local charities and a matching grant for The Towers Foundation

RSVP: Contact Nicole Merritt at (203) 772-1816 ext. 180 or nicole@towerlane.org by June 7, 2021

Other: Covid guidelines observed

Questions? Please contact Jennifer Bayer, Director of Development and Community Relations, at (203) 772-1816 ext. 290 or jennifer@towerlane.org

About the Artist: Seth Weiss



Although he has exhibited at The Mystic Museum of Art, and The BKS Design Gallery in Guilford, Seth says, "I'm not really an artist, I just like to make things." Well, not only are his up-cycled whimsical creations extremely well crafted, but they are useful and made with a purpose in mind—foot stools, coffee tables, and lamps—and a few small sculptures thrown in just for fun. Seth taught industrial arts at Cheshire High School, and then ran a construction company in New Haven specializing in restoration and preservation of historic buildings.



Staying Ahead, Staying Safe, and Staying Connected

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If you remained in your home and faced isolation and decline, The Towers is a wonderful way to live a joyous and connected life. We have Spring availability. We are a wonderful option for those seeking a warm, down to earth and vibrant community. With no buy-in or up-front fees, we are the smart choice for those who want financial flexibility and the freedom to focus on what matters most to them: family, friends, and new experiences.

Our market-rate apartments offer incredible value. Residents in our community enjoy the highest quality services, a dining plan, and save an average of \$2,000 per month compared to other local senior communities.

We are here to answer all your questions. To schedule a tour or to learn more, contact Rebecca Olshansky at 203-772-1816, ext. 250 or rebecca@towerlane.org. You can learn more about The Towers at our website towerlane.org.



THE
TOWERS
AT TOWER LANE

18 Tower Lane • New Haven, CT 06519
www.towerlane.org



THANK YOU!

Thank you to all of the volunteers, donors, friends and supporters who helped us through the pandemic. You have brought us from strength to strength.
Community is the heart of who we are.

Community Foundation for Greater New Haven/
United Way COVID 19 Relief Fund

Jewish Federation and Jewish Foundation of
Greater New Haven Maimonides COVID 19 Relief Fund

Jewish Community Center of Greater New Haven

Jewish Foundation Grants for the Elderly

William Caspar Graustein Memorial Fund

Yale University Community Fund

B'nai B'rith Project Hope



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