

Fuel for Seniors: Meals Through Energy Efficiency Gets Ready to Launch

Since we opened our doors in 1971, The Towers has been on the forefront, innovating senior care and creatively approaching challenges to help future generations. Our Meal Sustainability Through Co-generation Project is the perfect example of how The Towers is thinking outside the box to deliver outstanding results to our community. Our co-generator will provide much needed energy savings, reduce our carbon footprint and enable The Towers to subsidize meals for those in our community with need for 25 years.

This project has been two years in the making and we are thrilled that our co-generator is here on property and we will soon celebrate the launch of this exciting initiative. We are grateful to all the donors in the community who came forward to make this project a reality. We are most appreciative to the community leaders who stepped forward to provide expertise and advice.

While the funding for this project was made possible by The Towers Foundation, key staff worked tirelessly to ensure we got this job done right. Jesse Wescott, Director of Operations, ensured that all the details came together and kept this project right on track. In addition to overseeing special projects like this one, Jesse also manages all of the day to day operations for our entire campus, making sure that all runs smoothly. Jesse reflected on his work on this particular project, sharing, "I couldn't be happier with the outcomes of this project; being able to lessen our need for electricity, lower our carbon footprint and turn those savings into nutritious meals for our seniors, is nothing short of amazing. It's been an absolute pleasure to work with the team we've assembled on this initiative. Having the opportunity to take a project from an idea or concept



The co-generator is delivered to The Towers

and turn it into something tangible has been beyond rewarding. Each new project or systematic enhancement we roll out successfully allows me to engrain more and more of my passion into our building and community. Plus, it often allows me to learn something new or explore something I previously hadn't, which is exciting."

Jennifer Bayer, Director of Development and Community Relations, explains, "This project required a great deal of research, countless meetings and great attention to detail. The Towers is lucky to have Jesse leading our operations with dedication and care." Bayer also reflected on the community support, explaining, "We have been blessed by incredible support from the community: financially and professionally. This project would not have been possible without the support of leaders like, The SWF Foundation and all the community members who gave gifts to make this dream a reality. Community Leaders Barry Vine, Joel Karp, Jacqueline Koral and Doris Zelinsky all stepped forward to help spearhead and shape this fundraising effort. The Towers is

most appreciative for the time and involvement of everyone who touched this project. We are grateful to Robert Klee, Lecturer, Yale School of the Environment, Principal of Klee Sustainability Advisors, LLC, and former Commissioner of the Connecticut Department of Energy, for his expert advice on all matters environmental. Many thanks to The Towers Development Committee as well, chaired by Linda Cedarbaum. This project is also made possible through the Corporate Support of 2G Energy Inc. and grants for the Jewish elderly through the Jewish Foundation.

Reflecting on the success of this venture, Gustave Keach-Longo, President/CEO, shares, "This is what being a community is about. We identified that several of our seniors were struggling to afford healthy meals. We learned that some were using food pantries to make ends meet. We knew that there is a better way. So, once we had the idea of using a co-generator to help save utility costs and then help make our meal plans more affordable, we reached out to our community for help. So many wonderful souls stepped forward and offered their expertise, time and treasure. Our COMMUNITY made this happen for our seniors and I couldn't be more grateful or proud. Thank you!!"

A ribbon cutting will be planned for this fall. Invitations to follow. You can still support our Meal Sustainability Project Through Co-generation. To learn more, contact Jennifer Bayer at jennifer@towerlane.org or 203-772-1816, ext. 290.



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— Jesse Wescott
 Director of Operations, The Towers

Oh, What a Year at The Towers!

With the cooperation of our residents and the implementation of safety protocols, we have been able to hold in-person programming. We continue to offer an expanding robust program schedule that includes all aspects of wellness: physical, cognitive, social, emotional and spiritual. Our programs are led by residents, staff members, providers and community volunteers.

The Towers is delighted to offer:

- Healthy & Fit Exercise, tai chi, arts & crafts, bingo and trivia
- Guest speakers, including local Rabbis and other community members
- Presentations on important health-related topics led by both in-house staff and outside organizations
- Musical performances
- A wide variety of films shown multiple times per week
- In-house television services which provide additional programming for residents in their apartments. This includes religious services, exercise videos, documentaries and movies
- Horticulture: Residents plant vegetables, herbs and flowers in our courtyard
- Knitting and crochet groups: In the past year these groups made over 500 blankets for various local charitable organizations
- Live weekly Shabbat services with Spiritual Leader Ruthie Greenblatt. The Towers is proud to have been the only facility that continued these services as far back as August of 2020 and included all of the High Holidays
- Volunteers from the community, including Yale, connecting with residents via phone and letter writing. This began in April 2020 and continues today

Volunteering is critical to the success of our programs. Our activities are designed to enrich our residents' lives. There is something for everyone here at The Towers. A full calendar relies on "people power" to help facilitate our programs.

Given all that has happened in the past year, we are grateful and fortunate to be part of such a vibrant community. Thank you to all for helping us go from strength to strength where we are now. We look forward to the future.



Our thanks to Barry and Hyla Vine for supporting Mothering Day with lovely gift bags and chocolate-covered strawberries!



Look out for sweet surprises to be delivered on Fathering Day!





THE TOWERS
AT TOWER LANE

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

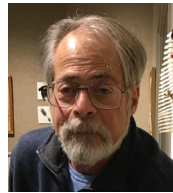
Featuring: Music, Food, Raffle

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.

Towers Foundation: *Loving Kindness in Action* Tributes

Ms. Shirlee Abrams in memory of Irma Batt
Mr. & Mrs. Bernard Becker in memory of Lee Liberman
Honorable Elaine Braffman & Mr. Gerald Braffman in honor of the birth of Eliot Yoda
Ms. Esther Brochin in honor of Sylvia Rifkin's 100th birthday
Ms. Lori Brochin in honor of Sylvia Rifkin's 100th birthday
Ms. Lauren Brownstein in memory of Jack Calechman
Mr. & Mrs. Joseph Cavey in memory of Lee Liberman
Dr. & Mrs. Jesse Cedarbaum in memory of Sidney Shanbrom
Mr. & Mrs. Barry Cobden in memory of Alex Elkin
Ms. Ruth Cooper in honor of Frances Nelkin's 100th birthday
Ms. Ruth Cooper in honor of Sylvia Rifkin's 100th birthday
Ms. Constance Fleschner in memory of Sandra Feuerstein
Mr. & Mrs. Martin Ganter in honor of Miriam Gross' birthday
Mr. & Mrs. Gary Ginsberg in memory of Jack Calechman
Ms. Penny Gold in memory of Phyllis Olshansky
Mr. & Mrs. Howard Goldberg in memory of Doris Dimenstein
Mr. & Mrs. Howard Goldberg in memory of Norman Goldberg
Mrs. Deborah Hoffman in memory of Jack Calechman
Ms. Sylvia Horowitz in honor of Lillian Liberman's grandson's wedding
Ms. Sylvia Horowitz in memory of Jack Calechman
Mr. Isidor Juda in honor of Sylvia Rifkin's birthday
Mr. & Mrs. Gerald Katz in memory of Samuel Faiman

Mr. & Mrs. Gerald Katz in honor of Sylvia Rifkin's 100th birthday
Mr. & Mrs. Stephen Ketainick in memory of Jack Calechman
Mr. Nathan Larkin-Connolly in memory of Jack Calechman
Mr. & Mrs. Douglas Miller in memory of Pearl Karmasin
Ms. Sandra Naderio in memory of Ann Polio
Ms. Sandra Naderio in memory of Father Bob
Ms. Anita Nager in honor of Sylvia Rifkin's 100th birthday
Ms. Nancy Nager in honor of Sylvia Rifkin's 100th birthday
Dr. Dan Oren & Mrs. Jeanette Kuven-Oren in honor of Renee Drell
Ms. Mary Ramsey in memory of Jack Calechman
Mr. & Mrs. Robert Reger in memory of Phyllis Olshansky
Mr. & Mrs. Robert Reger in memory of Jack Calechman
Ms. Sylvia Rifkin in memory of Jack Calechman
Ms. Sylvia Rifkin in memory of Helen Blume
Mr. & Mrs. Tracy Saxe in honor of Stanley Saxe's birthday
Ms. Janet Tettelbach in honor of Sylvia Rifkin's 100th birthday
Ms. Janet Tettelbach in memory of Jack Calechman
Mrs. Heidi Vernick in memory of Samuel Faiman
Mr. & Mrs. Barry J. Vine in memory of Samuel Faiman
Ms. Marsha Weiss in honor of Sylvia Rifkin's 100th Birthday
Mr. Richard Wurtzel in memory of Shiv Singh

Date range for Tribute List is April 1, 2021 – June 1, 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.



THE TOWERS
AT TOWER LANE



Thank You to All Who Supported Us During the Great Give!

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Mr. Dalton King & Ms. Michele Abrams
Mr. Scott Abrams
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Mr. & Mrs. Daniel lead
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Dr. & Mrs. Laurence Weiss
Mr. Jesse Wescott
Marion & Larry Winkler
Ms. Hui Yang
Dr. & Mrs. Ira Zubkoff

So many thanks to our matching donors for making this year's Great Give a success

SWF Foundation
Sharon and David Bender
Linda and Jesse Cedarbaum
Robert and Jodi Katz

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Staying Ahead, Staying Safe, and Staying Connected

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



With 93% vaccination rate among residents, staff and caregivers, The Towers is thrilled to open its doors and welcome new residents. There has never been a better time to move to The Towers. Our strength comes from our communal setting.

Our residents were able to remain connected and enjoyed services, delivered in safe and healthy ways, throughout the entire pandemic. Programming will resume to a full in-person schedule and we will re-open our Café carefully in May.

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.



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www.towerlane.org

