The Blossom Bulletin

September & October 2022

Celebrating 25 years of CCR and Blossom

In celebration of 25 years, we sat down with our founder Al Gauvin, and our current CEO, Chris Gauvin to talk about the company's rich history, memorable moments, and what's to come.



Blossom began out of Al's commitment to family and his desire to help his sister Muriel after she was diagnosed with stage four breast cancer. How do you keep her memory alive at Blossom?

Chris Gauvin (CG): Well, I think there are a couple of ways I've tried to keep her memory alive. The first was having her picture in the office. The conference room is named after her and we keep the lamp she was awarded for Teacher of the Year in Connecticut in that room. In addition to that, I am currently working on establishing a foundation in her name to give back to some of our staff. Whenever I talk to new hires, I always mention the story of how my dad founded the company.

Continue reading on pages 4 and 5 ➡

Blossom Bulletin Board

Welcome, New Blossom Staff!

Kimberly Notebaert, Health Homes Care Manager
Megan Griffin-Adams, Director of Health Homes

Welcome, New Blossom Field Staff!

Jolisa W, Mst. Sultana S, Kamiah C, Jaime L, Samantha B, Latasha G, Haley S, Quonna G, Sofia V, Quanshia F, Cristina M, Annette J, Tracy M, Shantanique G, Alexandra B

Holiday Closures

Blossom offices will be closed:

Monday, Sept 5 for Labor Day.
Monday, Oct 10 for Indigenous People's Day.

Congratulations on your New Position!

Steve Kraybill, CDPAP Enrollment/ Authorization Specialist
Ellen Sadler, Health Homes Care Manager Supervisor
Andre Lopez, Recruiting Manager



Donate for Denim

Donate for Denim Recap:

In July we raised **$140** for **Camp Good Days,** an organization that offers camping programs and year-round activities to families impacted by cancer.

In August we supported the **Alzheimer's Association Rochester & Finger Lakes Region Chapter** in their fight to end Alzheimer's and all other forms of dementia by raising **$140.**

What's YOUR favorite charity?

Know of a charitable organization that resonates with the Blossom mission? We want to know about it! **Email your suggestions to bfindlay@blossommhcs.com.**

Denim Down the Line:

In September we'll be supporting **Flower City Habitat for Humanity.** The organization believes that everyone, no matter their background, deserves a decent place to call home. Through shelter, Habitat for Humanity empowers our community.

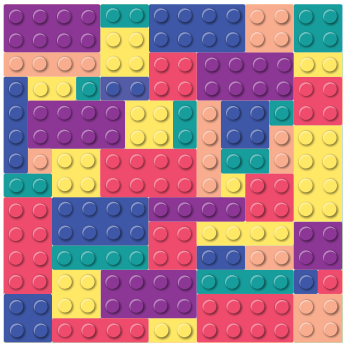
In October we'll be raising money for the **Breast Cancer Coalition of Rochester,** to support their efforts in building community and advancing research to eradicate breast cancer. The Breast Cancer Coalition of Rochester has a special place in Blossom's heart. Blossom (previously CCOR) started from our founder Al Gauvin's desire to help his sister who was diagnosed with stage-four breast cancer.

Stability and STRUCTURE

2022 Second Quarter State of the Company

By Chris Gauvin

This quarter, Blossom was able to focus on stability and structure. With no heavy regulation or program changes, everything has been pretty status quo, which is a very good thing given all the changes that took place in the past two years due to covid. Hopefully, things will remain stable given the current climate.



This quarter we were able to achieve several significant milestones. Molly Dillon, Compliance Officer, enabled Blossom to use PolicyTech, a quality assurance program, at full capacity. The Safety Manual has been updated, which led to Blossom winning the President's award, presented by Summit Insurance, for the first time! Kristina King, Accounts Receivable Specialist, converted all our outstanding invoices into entries in the QuickBooks system, allowing us to track all our financial information in a central location. Laura Zanino, Manager of Information Systems, completed a playbook for the Care Team Admins to assist with training. Chris Flagg, Accounting Manager, is digging into all financial aspects of the business and producing clean financial reports that greatly assist me and the team with the future planning of Blossom. All these achievements have made our existing foundation more efficient and the overall company stronger.

The Blossom team is continuing to give it our all, and I am excited to see how people in new positions and new hires excel. I look forward to some amazing events that are coming up, like the celebration of the 25th anniversary of Blossom/Companion Care of Rochester. I think the home care industry is on the cusp of taking a turn in a positive direction. As an organization and as a group of people, we have positioned ourselves to take advantage of that and evolve. For the near future, we are aiming to safely and responsibly get back to how we did business before covid and continuing to do what we do best: provide great service to the people we take care of!

2022 SECOND QUARTER CORE VALUE CHAMPIONS

1	EXTENDING THE FAMILY	Cynthia O'Neill
2	GET IT DONE	Brianna Bishop
3	LEAD WITH HEART	Torri Cowans
4	SOLVE THE PROBLEM	Marie Candelora
5	LITTLE FUNNIES :)	Jessica Appel

What motivates you to exemplify the Blossom core values of Get it Done and Solve the Problem?

Al Gauvin (AG): Well as Chris knows, Get it Done is my phrase. Let's not hang around, let's just get it done, move on, and get that behind us because our clients don't pre-engineer their problems; their problems are now. Their problems are right this second and that's when they want solutions; right this second. They don't have the luxury of waiting around for us to do it on our terms. That has always been the case.

Chris Gauvin (CG): Solve the Problem is one that I identify with. It's always been my MO. I like solving problems.

What was one of Blossom's greatest triumphs?

AG: Probably one of our biggest triumphs was when I decided to open an office in Geneva, NY. I saw a need in Ontario County. We went to Geneva and opened an office and before we knew it that office was about 70% the size of the Rochester office.

CG: We outgrew the space before the paint dried. We had almost 400 hours in service within the first week that we even put a flag in, it was crazy. The region is still very successful to this day.









How would you describe the Blossom community?

CG: I think there was a shift in culture in a lot of organizations that was coming and COVID accelerated that quite a bit. I think the way we used to do business when the company first started and the way we are forced to do business now are completely different. However, I think ultimately the people inside are still the same kind of people that we always wanted to have on our team, people that really care about the clients first. You know that's their first thought, the people we take care of.

Over the past 25 years, Blossom has had a lot of fun celebrations and events, what was one of your favorite moments?

AG: One that stands out is the Carnival theme summer picnic we had a while back. We had a lot of family involvement and fun carnival games. Chris's kids ran the booths and I think they gave out more candy than they should have!

CG: The candy budget was high!

AG: The candy budget was high, and it just stands out.

CG: And that was one of the first ones we did at Ellison Park. Every department created its own game. There was a ring toss and face painting. It was a lot of fun!

Celebrating 25 years

Lead with Heart and Extending the Family are two of Blossom's core values. What do compassion and family mean to you and how does that affect your work style?

AG: Family is huge to me, obviously. I have two of my kids working in the company, and all my kids are shareholders. I have a dozen grandkids…that's basically what I live for. I always felt that I wanted a family-like atmosphere for the company. It had to be much more than a paycheck. If it was just a paycheck, then there are plenty of other places you could work.

CG: Extend the Family is where a lot of this company started. We wanted to make sure that the people we are working with and the people we are taking care of are being treated like how we want ourselves to be treated and how we want our family to be treated. This company has done a lot for our family. It has kept us all living in the same region for one thing. Regarding Lead with Heart, over the years in this job, we've had to have some really tough conversations with people, conversations that people at other jobs do not necessarily have to have. Through those processes, you learn that compassion is the majority of the battle. Making sure everyone is on the same page, taking care of people the right way, and how you approach difficult situations is really important. Always leading with those compassionate thoughts is a focus that I have, that my dad had, and the company has, too.

What are some of your favorite things about Western New York?

CG: The lakes are one of my favorites. Right before I started to come work for you, you bought that land on Seneca. It had been mom's dream to get a house on the lake forever. The lakes are where it's at! I love it! The kids go there and play with all their cousins. Right now, we are headed into the elite season… Go Bills! It is going to be an awesome fall, I can't wait!

AG: When Chris was in 6th grade, we moved here from California which was prior to me starting the company. When I told Chris we were moving 3000 miles away he made me promise that we would learn how to ski. Now all our kids are great skiers as well as the next generation.I was 42 when we moved here, and I had never skied before. I remember my skiing instructor said, "You know Mr. Gauvin I never knew that skiing was a contact sport until I started training you!" I would use the trees to try to stop!

CG: I have so many memories of that, of my dad just screaming at the tree to move away!



What do you hope to see in Blossom's future as a company?

AG: I hope that we can still provide the kind of quality service that we have historically.

CG: Here at Blossom, we are fortunate to have some great people on the team, and we are in the process of recovery from COVID. New additions in recruiting are going to bring what we used to have back to the table, so I'm hopeful.

aide of the MONTH

July 2022
Rose Titus
Because I Love It

Responsible, Loyal, Hardworking, Fearless:

these are just some of the words that describe July's Aide of the month, Rose Titus. Originally from the gorgeous nation of Costa Rica, Rose has been in the United States for 28 years. Rose practiced Criminal Justice in Costa Rica and worked at her local police department. As a diligent individual, Rose worked multiple jobs simultaneously upon moving to the United States. She has worked for travel agencies, hotels, and was even a bar manager for over 25 years.

As time passed and generations changed, Rose found that she had less in common with her customers at the bar. After a while, Rose became tired of the drama associated with nightlife. "I decided to leave the bar and get into something that has a lot of meaning, that is a noble job and that helps people that need you, that really deserve your help." She began working at Blossom because of her value of friendship and family. "I was originally taking care of someone within the family of a friend of mine." Since then, Rose has made a positive impact on the lives of numerous clients in the short number of months she has been with Blossom.

> "I do it because *I love it.*"

Rose treasures the bonds she forms with her clients and loves making each day unique and special for every individual. She enjoys going for walks, having a cup of coffee, and various other activities that brighten her client's day. Rose has developed a close relationship with one client who is blind. Knowing that her client loves baseball, she will closely keep track of games and thoroughly explain all the exciting action taking place. In the warmer months, they sit outside and admire nature, "I describe what kinds of flowers are out there, what the weather looks like."

Rose has dedicated countless hours to Blossom and continues to give it her all with every shift. Rose finds the motivation to continue working hard through mediation and drawing upon the positive energy of the universe, "The universe gives me patience." Another driving force behind Rose's work is her profound empathy, "I could be that person and I would like to be treated with kindness."

> "I could be that person and I would like to be *treated with kindness.*"

For all current and future aides, Rose stresses the importance of being committed to your desire to help others. She advises aides to "be true to themselves and be sure that they are capable to work through hard times when the client that they have has a bad day." Here at Blossom, we sincerely appreciate all the hard work and dedication Rose has invested into her client's well-being. Thank you, Rose! ■



Aide of the Month

August 2022

Katesha Robertson

Meeting New People

"I would just like to say that Blossom is kind of amazeballs" says our August Aide of the month, Katesha Robertson. Katesha has been a part of the Blossom team for four years and has loved working for a company that is there for its employees. "I've come across some agencies that were kind of unprofessional when it comes to the workplace. When I have a problem it's easy to get in touch with someone [at Blossom]." For over 10 years Katesha has been working as an Aide. She began her journey working as a CDPAP attendant for her grandmother. Before working as an Aide, she worked in retail and as a manager in the food industry.

> "You get to meet some sweet people, some really, *really sweet* people."

Katesha has always admired older generations and all the wisdom they possess from lived experiences. A desire to learn, meet new people, and work hands-on were combining factors that led her to a career as an Aide. Her favorite part of the job is meeting clients from diverse backgrounds that each have a unique story to tell. "You get to meet some sweet people, some really, really sweet people, you get to see different things like people with different disabilities, like one guy I took care of, he was blind, another one who had MS…" Once she meets a new client, she enjoys speaking with them and getting to know them on a more personal level.

As someone who loves nature, Katesha treasures spending time with her clients outdoors and seeing all the cute critters! With one client, the two go on walks to a nearby pond and feed the ducks; sometimes her client will even try to catch adorable frogs! That is not the only animal-loving client Katesha has, "another client likes to feed the squirrels nuts… the squirrels get up on his cart when he feeds them nuts!" In addition to loving the outdoors, Katesha also appreciates spending time indoors with her clients and catching up on their favorite shows together, "he makes sure he has it on when I'm walking in the door and he's like Kae our show is on!"

> "You have to take the *good* with the bad. You are going to have some bad days, but the *good* days definitely outweigh them."

When Katesha is not at work, she cherishes spending time with her 10-year-old son. Every weekend they love to do a variety of fun, family-friendly activities. Katesha also explores her creative side as a hairstylist and loves braiding. To relax, Katesha has a favorite quiet spot along the lake where she goes to unwind.

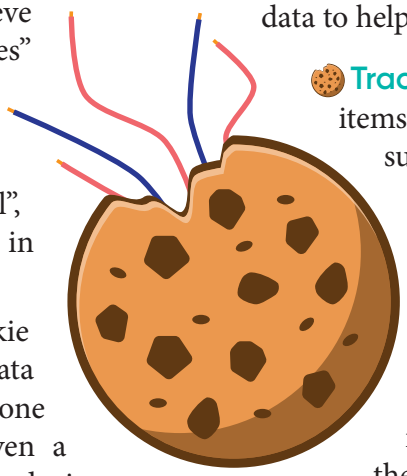
When it comes to being a successful Aide that makes a positive impact, Katesha says, "You have to take the good with the bad. You are going to have some bad days, but the good days definitely outweigh them." Here at Blossom, we truly appreciate Katesha's wisdom and hard work. We thank you for your dedication! ■

Bits & Bytes

What the heck are Cookies?

By Zak Wallace

Let's talk about cookies, and no, not the kind that you eat. The cookies we are talking about are digital! Although it seems as though cookies have just recently started appearing, they have actually been around since 1994 and were invented by a man named Lou Montulli. There are several theories on the origin of the name cookie. Some believe it comes from the term "magic cookies" which are a part of a computer operating system developed in the 1960s. Others believe the name comes from the fairytale "Hansel and Gretel", referencing the trail the children made in the forest by using cookie crumbs.



So, what exactly are cookies? A cookie is a tiny file with small pieces of data that helps your computer or smartphone connect to websites. The data is given a unique ID specific to you and your device and helps to provide you with a seamless internet experience. Cookies typically don't contain any personal information or anything dangerous.

Here are three services cookies offer to make your internet life easier!

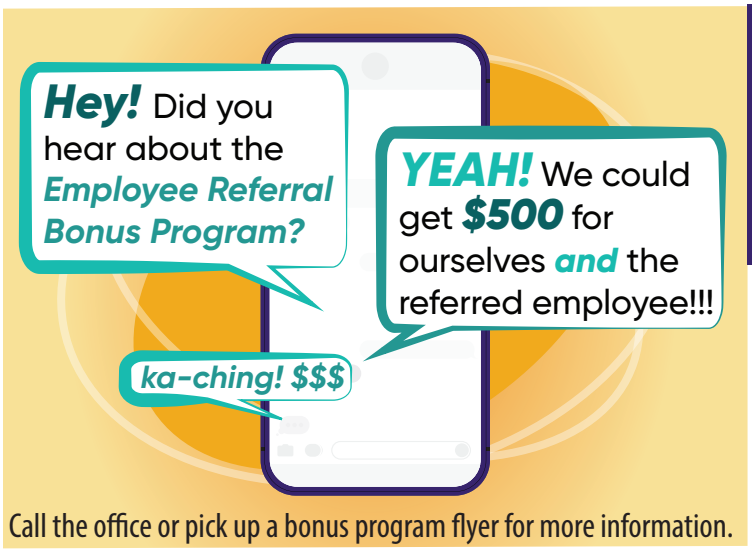
Session Management: Cookies allow websites to recognize individual users and remember their login information and preferences. For instance, if you are on your local news website, cookies will remember if you prefer entertainment over economics and guide you in the right direction.

Personalization: When viewing certain shopping items or specific sections of a website, cookies collect this data to help create targeted ads you may be interested in.

Tracking: Shopping sites use cookies to track items users previously viewed, allowing the site to suggest other similar products and keep items in your cart while you continue to browse.

You can remove cookies to lessen the risk of privacy breaches and reset your browser tracking and personalization settings. However, cookies allow for a convenient user experience. If you're shopping for instance, but haven't signed into an account, the cookies help remember that you added all those Blossom hoodies to your shopping cart! When you sign into an account online, cookies help you stay signed in. Otherwise, you'd have to sign in every single time you went to a new page. Cookies make things faster and easier when navigating the digital world.

In conclusion, cookies (edible and digital) can be pretty sweet!



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