The Blossom Bulletin

July & August 2022

One Year Anniversary of Blossom



To celebrate the one-year anniversary of Companion Care of Rochester's rebranding to **Blossom: Modern Home Care Solutions of Western New York,** we interviewed CEO Chris Gauvin to reflect upon the past year and all the positive changes that have taken place!

What makes Blossom different from Companion Care of Rochester? "Ultimately Blossom is the growth of CCOR." When Chris's father, Al Gauvin, started Companion Care of Rochester in 1997, the company only offered companion services in Rochester, NY. Now Blossom is licensed to provide services in 18 counties throughout Western New York and has offices in Geneva, Buffalo, and Rochester, with an up-and-coming office in Geneseo, NY! "As we continued to grow and evolve and add services, we grew away from the name and the company became more involved throughout the community and in the variety of services that we offered." Amid all these changes, the goal of achieving "A Better Way" for home care has remained the unwavering guide to everything we do at Blossom.

How has the past year changed the company as a whole? The past year has been a challenging one given the many obstacles presented by the ongoing COVID-19 pandemic. Chris explains, "A lot of the marketing and recruiting efforts that we relied on were face-to-face, grassroots kind of things; meeting people, talking to people, getting to know people, and having people get to know us." However, those personal connections can be difficult to establish over zoom and without being physically present. Despite these adversities, Blossom adapted, exemplifying its second core value, Get it Done, no matter what. Evolving from this past year, Chris is hopeful about Blossom's future "… in the last two months, I've seen this organization and the people in this organization grow and I think things are looking really good for the future."

What was the rebranding process behind the making of Blossom? "That process was really involved, we tried to include as many people as we could." For the rebranding process, there was a diverse group of voices from both internal and external staff. Beginning with the question, 'what does it mean to be an employee at this company.'" There was an introspective look into the organization and just trying to figure out who we were and who we wanted to be." Through a lot of back and forth, evaluation, and hard work, the marketing team became the leading force in developing a brand that reflected the company's core values and attracted people who aligned with those values…a brand that is authentically, wholeheartedly Blossom.

What do you see for Blossom's future as a company? "I think the future is very bright for this industry." In 2015, Chris played a significant role in strategic planning meetings for Companion Care of Rochester. A major part of that was establishing the company's mission, which was to be the premier provider of home care services in Western New York. Although Companion Care of Rochester has transformed into Blossom, and the language around the mission has changed, the heart of it remains strong and beating. "Pushing and moving towards the future of being the premier provider throughout Western New York and becoming a trusted source for home care in this region is what I see in the future for this company." Chris is confident that Blossom has all the pieces in place to further grow the company and continue to achieve its mission.

Blossom Bulletin Board

Welcome, New Blossom Field Staff!

Sierra Prenatt Michaux, CDPAP Coordinator
Carrie Dugan, Marketing Specialist
Dan Andrews, Health Homes Care Manager
Sandra Carstairs-Cannon, Care Admin II
Gabrielle DeLass, Registered Nurse

Welcome, New Blossom Field Staff!

Dazhania N, Inessa J, Kelis G, Alexis K, Jade B, Chiantie C, Shakeitha M, Hope A, Samantha S, Taylor E, Sydney F, Hailey K, Sonya W, Shatonia G, Latoya R, Samantha S, Bryanna O, Keasha J, T'Kai B, Rosa R, and Natalie J

Holiday Closures



Blossom offices will be closed:

Monday, July 4 for Independence Day.

Donate for Denim

Donate for Denim Recap:

In May we supported **Partners in Restorative Initiatives (PiRI),** a non-profit organization committed to repairing harm and building community through restorative practices.

In June, we raised money for **NAMI (National Alliance for Mental Illness) Rochester.** NAMI works in our community to raise awareness about mental health.

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 July we'll be raising money for **Camp Good Days,** an orgnization that improves the quality of life for families affected by cancer through residential camping programs and year-round activities.

In August we'll be supporting the **Alzheimer's Association Rochester & Finger Lakes Region Chapter** in their efforts to end Alzheimer's and all other forms of dementia. The organization is committed to advocating for the needs of those facing Alzheimer's disease and all other dementia and advancing critical Alzheimer' research.

August is National Black Business Month, and Blossom is celebrating by highlighting some incredible black-owned businesses in our region!

Apogee Wine Bar *Rochester, NY*

Apogee is a cozy neighborhood wine bar located in the heart of downtown Rochester. They serve high-quality, hard-to-find wines along with delicious, gourmet cheese plates. The owner is a certified sommelier and holds a level three award from the Wine and Spirit Education Trust.

Ivolve Me Wellness Center *Rochester, NY*

Ivolve Me Wellness Center is a faith-based counseling and development center that provides a multi-systematic approach to therapy and total wellness. The center encourages their clients to find inner peace, learn balance, and experience change. Ivolve Me Wellness Center has two locations in Rochester.

POP! Shop *Rochester, NY*

POP! Shop is a small business selling colorful and unique handcrafted jewelry and other accessories. POP! Shop was established in late 2019 fueled by passion and creativity. You can find POP! Shop items online, or at local vendor markets in the area.

Roc City Ramen *Rochester, NY*

Roc City Ramen has been serving the Greater Rochester area top-quality ramen and Japanese cuisines since 2017. Intrigued by the art of Japanese cooking, owner and Chef Michael Goode uses recipes from his mother and her heritage to create an authentic Japanese ramen experience.



Rochester Artist Collaborative *Rochester, NY*

The Rochester Artist Collaborative is a Black-founded organization dedicated to supporting local artists in the Rochester community by providing valuable resources. The organization focuses on low-income and underrepresented groups in the fine-art world in order to expand diversity and inclusion.

Dirty Bird Chicken N' Waffles *Buffalo, NY*

Owned by a Niagara Falls police officer, Dirty Bird's famous fried chicken sandwiches on a waffle bun were inspired by his favorite childhood food. You can try for yourself at Dirty Bird's award-winning food truck or their new brick-and-mortar based in the Niagara Falls area.

Unapologetic Coffee *Buffalo, NY*

Unapologetic Coffee is owned by twin sisters with a passion for coffee and community. They specialize in small-batch, roasted, quality coffee which they sell directly to consumers and other small businesses. Their company is committed to socially responsible and ethical practices.

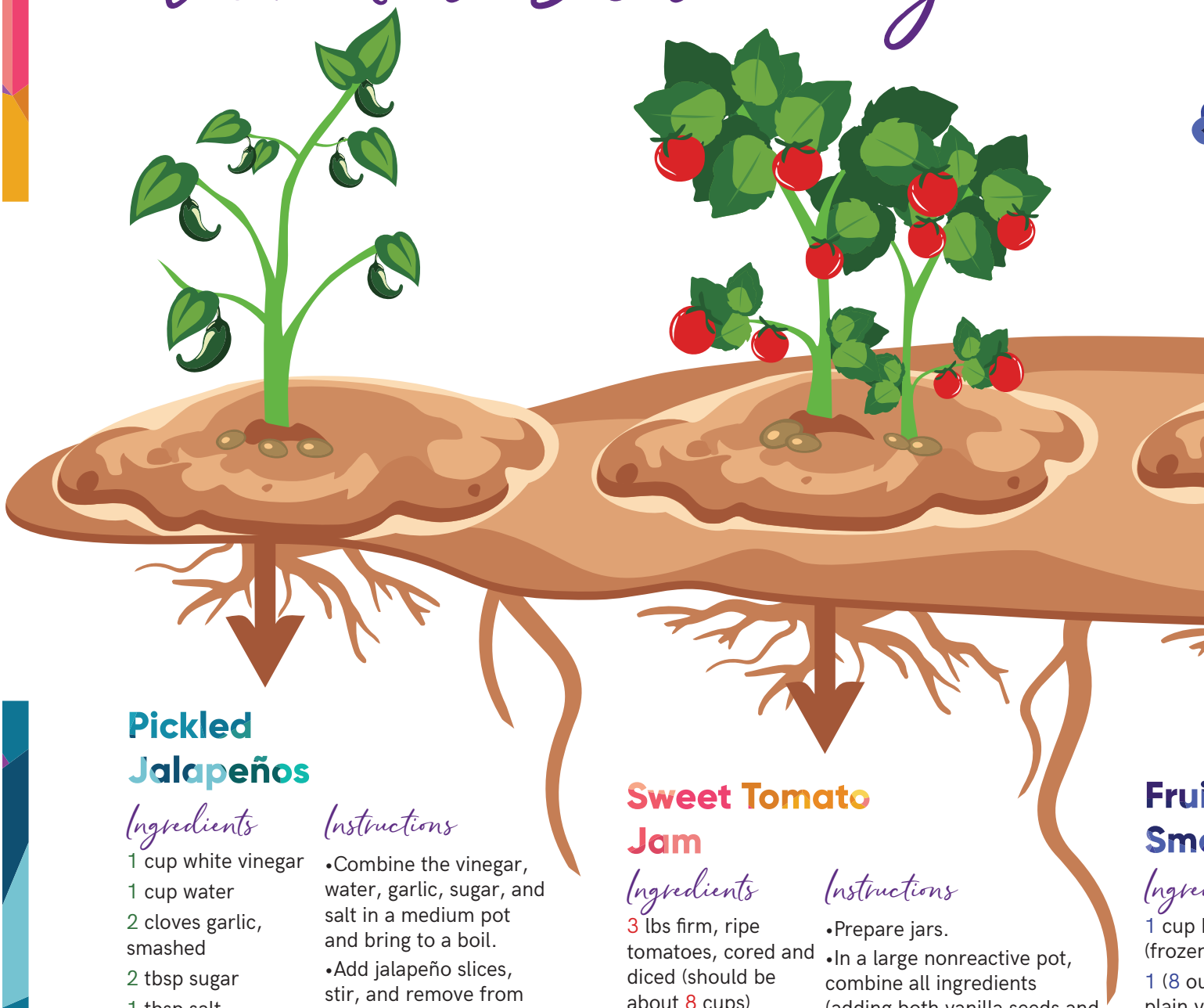
SkyHy Nutrition Lounge *Geneva, NY*

SkyHy Nutrition Lounge is a smoothie and juice bar that provides affordable health and wellness alternatives through their delicious and nutritious menu items. SkyHy's mission is to bring better health options to underserved communities.

Scentsational Scents and Soaps *Geneva, NY*

Scentsational Scents and Soaps was created out of a need for relaxation and a passion for crafting. Scentsational Scents and Soaps specializes in natural bath and body care items. The owners source many of their ingredients locally and items can be purchased at their storefront or at various farmers markets in the Geneva area.

What's Blossoming



Pickled Jalapeños

Ingredients

1 cup white vinegar
1 cup water
2 cloves garlic, smashed
2 tbsp sugar
1 tbsp salt
8 jalapeño peppers, thinly sliced

Instructions

•Combine the vinegar, water, garlic, sugar, and salt in a medium pot and bring to a boil.
•Add jalapeño slices, stir, and remove from heat.
•Let sit for at least 8 minutes then use tongs to remove the jalapeños and transfer to a jar; cover with the brining liquid to fill the jar.
•Store in the fridge for up to two months.

Sweet Tomato Jam

Ingredients

3 lbs firm, ripe tomatoes, cored and diced (should be about 8 cups)
1 cup honey
Scant 1 ½ cups sugar
½ lemon zest
2 tbsp lemon juice
2 vanilla bean pods, split
Salt to taste

Instructions

•Prepare jars.
•In a large nonreactive pot, combine all ingredients (adding both vanilla seeds and pods). Simmer over medium - low heat until very thick - about 2-3 hours.
•Fish out vanilla beans, and add more lemon zest and salt as needed.
•Spoon into sterilized cans.
•Eat with cheese!

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What's Cooking



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ed-fat milk
white sugar
vanilla extract

Instructions

•Blend blueberries, yogurt, milk, sugar, and vanilla in a blender until frothy.
•Divide between glasses and serve.

Marie's Eggplant Parm

Ingredients

1 Eggplant
Salt
Flour
Breadcrumbs
1-2 eggs
Extra virgin olive oil (EVOO)
Tomatoes
Mozzarella
Oregano

Instructions

•Slice ¼ inch rounds of eggplant and salt both sides
•Prepare a bowl of flour, a bowl of eggs (scrambled), and a bowl of breadcrumbs.
•Cover a baking sheet with foil and spray with cooking spray.
•Preheat oven to 400 degrees F.
•Dip each piece of eggplant in the flour, then the eggs, and then the breadcrumbs, and place on the baking sheet.
•After all slices are prepared and on the baking sheet, drizzle EVOO on each slice.
•Bake for about 25-30 minutes.
•While baking, slice a couple of tomatoes and fresh mozzarella.
•When the eggplant is just about done baking, take it out of the oven, and top each piece with a slice of mozzarella and a slice of tomato (feel free to use tomato sauce and shredded mozz if you prefer). Sprinkle some dried oregano on top
•Bake another 3-5 minutes or until cheese melts.

aide of the MONTH



May 2022

Velma Robinson

All About Balance

May
Aide of the Month

"I was so surprised when you called me and told me that. I mean, I like taking care of people. And I'm just blessed to get it again" says Velma Robinson, our May Aide of the Month, in regards to being our Aide of the Month for a second time. Velma previously earned this title in November of 2020, and two years later, she is still connecting with her clients and loving her career here at Blossom.

Velma has been working at Blossom for nearly 6 years and she continues to show up each day because she truly enjoys caring for people. "I've been doing it a long time. Everybody needs help. I say to myself one day, if I ever need help, I want somebody to look out for me the way that I look out for people. Because when you get a good aide, you're happy." Velma made a great impression on her current client's family, and they asked her to stay on the case. With her client she enjoys taking her out into the community and having lunch together. "Certain people you just get, you just enjoy them. I like this lady."

When Velma is not working, she is spending time at home with her loving family. Velma is a mom to four children, a grandma to 13, and a great grandma to four!

> "I want somebody to look out for me the way that *I look out for people.*"

Velma enjoys having backyard get togethers with her kids, baking cupcakes with her grandkids, and even visiting Chuck E Cheese to celebrate birthdays with the little ones. Velma feels lucky to be able to spend so much time with her family thanks to the flexibility Blossom allows. "We like to bake cupcakes. I do that in my free time when I'm home. I do that a lot now 'cause I get to spend time with them. I couldn't do it before because I was always at work."

> "Blossom is the *best* company."

Between work and her family, Velma likes to stay busy. "I'm not the person that wants to stay at home and sit around. One time I thought about retiring, but what would I do if I retired?" Velma gives thanks to Wanda Trojanoski, our Lead Instructor, for pushing her to be where she is at today. "I stuck with them [Blossom]. I had the lady push me, Wanda. And I am here today." It was Wanda's encouragement that pushed Velma to stick with her training and led her to where she is today in her career with Blossom.

"I think Blossom is the best company. When I leave, I'm not going to another company." We love having you here, Velma, and we hope to have you for many more years!



aide of the MONTH

June 2022

SCOTT CROSSETT

DESIRE TO HELP

JUNE
AIDE OF THE MONTH

A desire to help. That is what drives our June Aide of the Month, Scott Crossett, to continue to make a positive, difference in the lives of his clients. Scott is 52 and has lived in Batavia, New York, all his life. Scott loves being a part of the Blossom family, but he has not always been involved in the home care industry. Previously, Scott worked in a lumber yard, driving a truck. When the lumber yard closed, Scott decided to pursue his passion for helping others, "I completely enjoy it, helping people, going home each night knowing that you made a change in someone's life is big."

> "I have always had a *desire* to help people."

For over ten years, Scott has been working with one individual and has treasured the close bond they have formed. Recently, Scott thought of retiring from Blossom but values the friendship he has built with his client and the rapport he has with the client's family. He decided to stay connected with his client through Blossom, "I'm the only constant that he ever has in his life, besides family, and I couldn't do it [retire]." Scott has truly loved learning about his client, and their likes and dislikes, over the years. The two even have shared interests like bowling; they join a bowling league together every year!

In addition to working at Blossom, Scott also works a full-time job. When Scott is not working or bowling, he cherishes his free time. Scott enjoys being with his wife and two sons in his time away from work. Scott also loves being submerged in nature and frequently spends time hiking and being outdoors. As a nature enthusiast, he and his wife love vacationing at stunning national parks across the country. One of his favorite national parks is the picturesque Rocky Mountain National Park, located in the beautifully scenic state of Colorado. Mount Rainier National Park and Olympic National Park in Washington are also at the top of his list of vacation destinations.

> "You get the *enjoyment* of working one-on-one with a person and, you know, finding out what they like and don't like."

When working, Scott enjoys participating in activities that enrich his client's life and bring about happiness. For Scott, working at Blossom is about more than just money; it's about the one-on-one interaction with his client, "We always have a good time together. It never really seems like work, to be completely honest, and I think that goes along with my love and desire for what I do." For current and future aides, Scott's advice is always to remember the importance of genuinely connecting with the client and letting your passion and compassion be the motivating force behind your work. At Blossom, we sincerely admire Scott for his positive outlook and thank him for all his hard work!

SAFETY CORNER

Beat The Heat By Molly Dillon

Anyone can be at-risk for heat or sun-related injury or illness. As we head outside this summer, it is important that we protect ourselves, our families, and our clients from the heat and sun. With the right protective measures, we can safely enjoy the beautiful weather all season long!

Heat Safety

According to the National Safety Council, those most at risk for heat exhaustion and heat stroke are:

- Those who work in the heat
- Infants and young children, especially in hot cars
- People 65 and older
- People who are ill, have chronic health conditions, or are on certain medications.

The National Institute for Occupational Safety and Health recommends the following measures for keeping yourself, your family, and your clients safe in the heat:

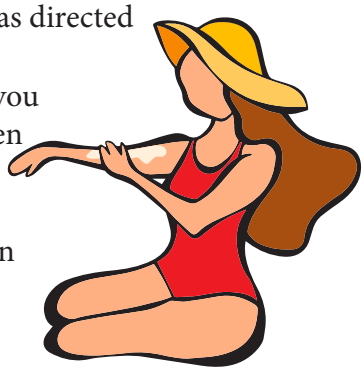
- Stay hydrated and drink water before you get thirsty
- Watch out for signs of heat exhaustion or heat stroke (confusion, dizziness, becoming unconscious)
- Take time to rest and cool down on hot days

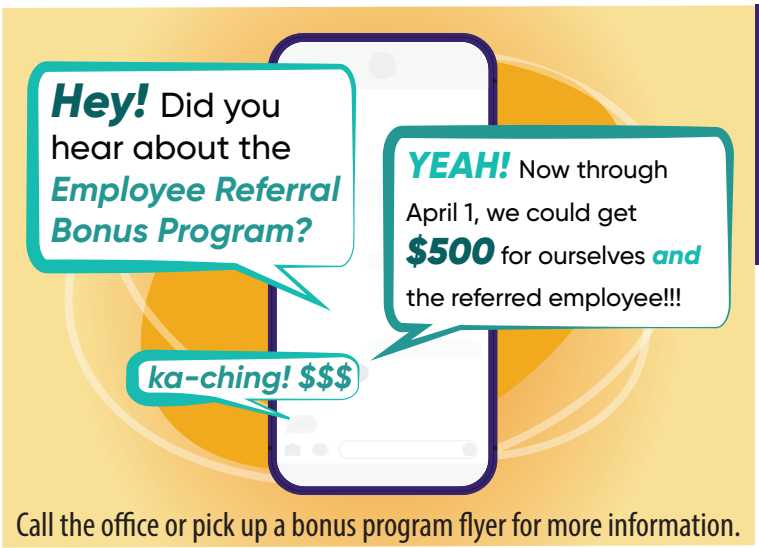
Sun Safety

Sun safety is important all year round, but especially during the summer months when people are spending more time outside. Sun exposure can cause sunburn, eye damage, and increase the risk of skin cancer, which is the most common of all cancers.

You can reduce the risks associated with sun exposure by keeping the following tips from the FDA in mind:

- Limit your time in the sun, especially between the hours of 10am and 2pm when the sun's rays are the most intense
- Wear clothing to cover skin such as long sleeves, pants, wide-brimmed hats, and sunglasses
- Use a broad-spectrum sunscreen with SPF value of 15 or higher, regularly, and as directed
- Read the label to ensure you are using your sunscreen correctly
- Apply sunscreen, even on cloudy days





Call the office or pick up a bonus program flyer for more information.

Stay up to date on all of our latest news, events, and more! Visit BlossomMHCS.com, and follow us on social media!

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HIPAA violations & *fraud* must be reported.



Our Compliance Officer is Molly Dillon: 844.546.1600 x1143

Anonymous Hotline: 585.546.1219