

July
2025

LIFE AT LONGVIEW

A NEWSLETTER FOR THE COMMUNITY

Vol. 4
No. 7

FEATURE

NexTrex Challenge!

Natalie Nicholas

Hi, everyone! Natalie, your dining directory, here. In June of 2025, I signed Longview up for the NexTrex challenge. What is the NexTrex Challenge you ask? NexTrex is a company that is dedicated to keeping plastic bags and plastic film out of landfills. These materials are not able to be recycled at curbside, but they are able to be recycled by local grocers, like Wegmans, who support the Nextrex movement.

The Trex Company then uses the plastic to make decking and outdoor furniture. For every 1,000 pounds of plastic gathered in one year, the Longview Community will be rewarded with a NEXTREX bench made from the recycled plastic. Shortly, we will be receiving a NexTrex container to collect your dry plastic bags, bread bags, produce bags, newspaper sleeves, pallet wrap & stretch film, grocery bags, case overwrap, bubble wrap, plastic shipping envelopes, dry cleaning bags, Ziploc & other re-closable food storage bags. All items are to be clean and dry.

Let's join the Grassroots movement to be more sustainable and help our environment. Your planet thanks you!

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

Preachers for July:

July 6 - The Rev. Geri Judd, Newfield
United Methodist

July 13 - Brooke Newell

July 20 - The Rev. Nancy Didway, Dryden
Presbyterian

July 27 - Brooke Newell

Stretch Your Spirit

On Wednesday, July 30th, join us in the auditorium at 1:15 pm for a screening of the movie, "Sacred: Milestones of a Spiritual Life." At a time when religious hatreds dominate the world's headlines, this film – shot by 40 film-making teams from more than 25 countries -- explores faith as a primary experience of the human condition, and examines how people turn to ritual and prayer to navigate the milestones and crises

of private life. This film is 90 minutes long and directed by Academy Award winner, Thomas Lennon.

Roman Catholic Mass

On Thursday, July 17, Father Dan from Cornell will be with us to hear confessions from 1:30-2:30 pm in the Interview Room next to the front reception desk. Mass will follow in the Chapel at 3:00 pm.

RECREATION

Bree Nash

July Events:

- 7/7 Cornell Companions Pet Therapy Visits (2PM)
Sustainability Committee, All are welcome! (3PM)
- 7/9 Book Club Discussion: Violeta by Isabel Allende (3PM)
- 7/11 Wellness Series: Longview's Community Garden with John (1:30PM)
Walking Group (2:15PM)
- 7/12 Music with Ton Robert (2PM)
- 7/15 Music Therapy with Allie and Jo (2:30PM)
- 7/16 Caregiver Support Group (1:30PM)
Cornell's iGEM Synthetic Biology Discussion (6:15PM)
- 7/17 A History of Cornell Bus Tour (9:30PM)
Ithaca Concert Band Performance in the Pavilion (7PM)
- 7/18 July Birthday Party with music by The Maplewood Jazz Trion (3PM)
- 7/19 Cornell Companions Pet Therapy Visits (10AM)

- 7/21 Longview's Community Garden Ribbon Cutting Ceremony (10:45AM)
Independent Resident Town Hall (1:30PM)
- 7/22 Cayuga Lake Boat Cruise (Depart Longview at 1:00PM)
- 7/23 Legacy Songwriting Showcase (7/23)
- 7/25 Will McMillian & Molly Ruggles Perform: Cheek to Cheek, Songs of Fred Astaire (3PM)
- 7/28 GoIthaca & 211 Tompkins Resource Presentation (TBA)
Death Café (3PM)
- 7/29 Music Therapy with Amanda (2:30PM)
Foundations of Caregiving: The Empowered Caregiver (2:30PM)
- 7/30 Stretch Your Spirit: Sacred, movie presentation (1:15PM)

Holidays:

- 7/4 Independence Day
- 7/5 Ashura Begins at Sundown

Yoga updates from Kathy Morris, who has taken over regular yoga sessions from our longtime yoga instructor, Lisa Tsetse! Lisa will be filling in as a substitute for Kathy in the future.

From Kathy:

"Did you know that there's more to yoga than just stretching? Yoga, my friends, is for every age and everybody! It's really about paying attention. Yoga is a mental as well as a physical practice. The awareness we develop when we practice yoga helps foster balance, breathing, coordination, concentration, and a positive outlook on life."

I have been teaching yoga to people of all ages and abilities since 1995. Like Lisa, your beloved yoga instructor for so many years here at Longview, I am certified in the Iyengar Method of yoga. This means that we are well grounded in anatomy, alignment, and yoga philosophy, as well as a solid understanding of how to use yoga “props” like blankets, blocks and straps to enhance your yoga experience.

The Longview yoga class is safe, welcoming, fun, and informative. Come join us on Mondays from 2-3pm in the Exercise Room. Leave class after the final relaxation feeling refreshed, stronger and more balanced in mind and body.”

MARKETING & SALES

Kim Owen

Longview apartment renovations have been completed, for the time being at least. We now have 30 renovated one- and two-bedroom apartments along with the main dining room, auditorium and front lobby. All that work completed in just 11 months. We're very thankful to [USC Builds](#) and [Hayes Strategy](#)



for leading Longview through the project with grace and ease and their expertise.

Next up will be our on-site Ithaca College classroom along with the PT/OT treatment room and the Fitness

Room. We're hoping to complete these spaces before the beginning of the Fall semester.

We have begun the **Trolley Campaign** to replace our 23-year-old trolley. It's amazing that it has lasted this long but now it's time to think about retiring. As you can see from the pictures on the fundraising mailer that went out recently the upgraded **2025 Moto EV Golf Cart** comes with many safety features and has a sleek look to it that Longview residents will love. **We need to raise \$18,000 to make this happen.** If you would like to contribute to the fundraising for the new trolley, please visit the link below or use this QR code. You can also visit Jean Taber in the business office to drop off a donation.

<https://longview.networkforgood.com/projects/252396-it-s-time-for-a-new-ride>

Have you seen the progress on the **Longview Community Garden**? If you haven't then please go and check it out. In June we were able to get most of the moving parts to this project into place. There are few more things to do but it won't be long until the plants are thriving in their new home. We're looking forward to the upcoming ribbon cutting celebration on Monday, July 21st at 10:45am. More details to come on that as the date gets closer.

There's more good news to share. Longview recently welcomed **Tara Perkins** into the position of **Senior**

Living Sales Associate in our Marketing & Sales department. We are very excited to have her join our team! Here's more about Tara:

*"My name is **Tara Perkins**. I recently joined the Marketing and Sales team as **Senior Living Sales Associate** here at Longview. I graduated from Ithaca College with a degree in Integrated Marketing Communications and grew up here in the Ithaca area. While I'm new to the Marketing and Sales department, I'm not new to Longview! I've previously worked in both Recreation and the Adult Day Program. I look forward to continuing my journey here and helping residents and their families connect with all that the Longview community has to offer."*

Almost every month without fail I receive an email or a text from a recipient of the marketing newsletter that goes out to potential residents and community members with some tidbit of information about resources that they want to share with Longview or a comment about a program they recently attended including ideas of future programs they'd be interested in attending. Last month, I received an email from someone sharing an article written about a senior living community in Utah that developed a new program to help residents check off some of their "bucket list" items.

I thought it was such a great idea that I called the director of the community out in Utah to talk to her about it and

that I really wanted to bring this to the Longview community. Well, we're off and running to get this going. I'm presently working on a catchy title for the program and have enlisted Longview staff to help with that. So far, a lot of great names are coming forward. If you are reading this and have an idea for a good name, please email it to me or stop by #304 with your ideas. The idea of the program is to enlist not only the Longview community to help make some dreams come true, but we'll be reaching out to the larger Ithaca community through our Facebook page to see if people would be willing to donate their time to get involved and help. I can't say it enough, but **Community is Everything!**

In May we held a focus group luncheon with prospective future residents to talk about and share ideas on how Longview is doing with getting our name out in the community about what we do and who we serve. This month we would like to hold another focus group with Longview residents to get your feedback about how you think Marketing and Sales is doing bringing new people to the community and ideas you have to help us do better. The group will meet on **Wednesday, July 16th at 10:45am**, check the recreation schedule for details.

We also started a caregiver support group that meets the 3rd Wednesday of each month at 1:30pm in the Longview chapel. July's meeting will

be on **July 16th**. This group is for people who are currently caring for a loved one in person or at a distance. Please note that the group will be meeting on a new day beginning in August. The update will be in the recreation schedule.

Here is what future residents are saying:

“Kim Owen has graciously invited me into the Longview community while I await a Patio Home residence. Speaking with her one day, I said that leaving behind my beautiful gardens was the hardest part. I asked if there ever would be a time when gardens came to Longview and she said she had those plans. Suddenly, a potential new chapter in my life became a reality and I eagerly await joining in.”

Future Longview Resident

The usual reminders...

Resident Referral Program: You can ask any one of us in Marketing and Sales about this program. It 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 \$140 per night and a studio for \$110 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 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 lookout for some new updates that we'll be working on soon for the Longview website.

Say Hello! Please welcome your new neighbors in July! The Marketing and Sales team continues to work closely with the Welcome Committee to help new residents with as smooth a transition as possible. We'd also like to thank **Mickey Stevens** for her dedication and time on the Welcome Committee. She has stepped away from her position to focus on other things. We have truly appreciated her dedication to make new residents feel welcome. Shella Chase will continue to lead the charge for this group.

Keep in touch and let us know how you think we're doing.

TIDBITS

Longview Art Club

Join us on **Mondays at 3pm** in the **Craft Room** for the Longview Art Club. All are welcome to join regardless of experience!

Independent Handbooks

The Independent Resident Handbooks have been updated. These **blue binders** are located in the front lobby and in the elevator lounges of C and B Wing. The Town Hall Meeting notes are in the **green binders** and in these same lounges. Please do not remove these binders, so all may have access to them.

Reminders

At any time, you can talk to Christina in the **Administration Office** if you would like to make an appointment with Cheryl. You can discuss concerns with her, or any questions you may have. She is happy to talk.

Town Hall Meeting is scheduled for **Monday, July 21 at 1:30pm** in the auditorium.

JULY BIRTHDAYS

Ginny Farmer – **July 2nd**

Effie Bend – **July 4th**

Dennis Osika – **July 5th**

Joan Serra – **July 8th**

Leo Gideon – **July 13th**

Carolyn Longhouse – **July 16th**

Dan Karig – **July 20th**

Linda Piskorowski – **July 20th**

Neil Stockton – **July 22nd**

Dominic Paolillo – **July 24th**

Karen Beck – **July 27th**

Priscilla Schwarze – **July 27th**

These beautiful
sunset pictures
were provided by
Mickey Stevens!

Contributors

Alissa Elghazi

Bree Nash

Natalie Nicholas

Brooke Newell

Kim Owen

Whitney Robinson

Christina Sterling

NEW RESIDENTS

Peggy Payne (**Patio Home 115**)

Lois Loz (**334**)

Marilyn Ackley (**444**)

LeeAnn Bowman (**310**)

Marie Hodges (**350**)

Mary Jo Wilson (**2**)

M. Eloise Slife (**321**)

George Damp (**22**)

Alice Damp (**106**)

Sue Casey (**108**)

William Palermo (**442**)

Mick Buffum (**from 7 to 436**)

NEW HIRES

Javan Ortiz - Server

Nevaeh Bush - Server

Ava Norman - Server

Tabitha VanOrden - Resident Aide

